

Catalog

THE Publishers' Weekly

C.P.T.
NOV 10 1925
J.L.I.

The American BOOK TRADE JOURNAL

VOL. CVIII.

NEW YORK, NOVEMBER 7, 1925

No. 19

After the Manner of "Nocturne"

The Elder Sister

By

FRANK SWINNERTON

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29

LOVE STORIES

Contributors

Katherine Mansfield
Sheila Kaye-Smith
O. Henry
Henry James
Lafcadio Hearn
C. A. Dawson-Scott
Hermon Ould
Violet Hunt
Boris Pilniak
Gerald Villiers-Stuart
Constance Holme
Edwin Pugh
Guy de Maupassant
Flora Annie Steel
Austin Harrison
Edgell Rickword
E. L. Grant Watson
Arthur Handel Hamer
C. S. Evans
Kathleen Coyle
Sir Thomas Malory
E. A. Lucas
R. B. Cunninghame
Graham
Leonard Merrick
and others.

By

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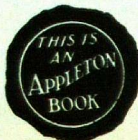
\$2.50

Edited by Ernest Rhys and
C. A. Dawson-Scott

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of November

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AND COMPANY
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"The Adventures of an Illustrator" has been printed by William Edwin Rudge—who has an international reputation as a maker of fine books—under Mr. Pennell's close supervision, and can be readily sold to printers, publishers, authors and artists interested in the making of beautiful books.

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FIVE NOTABLE NOVEMBER BOOKS

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Houghton Mifflin Company

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THE FIRST WORLD FLIGHT

As Related by

Lieut. Lowell H. Smith
Lieut. Leigh Wade
Lieut. John Harding, Jr.

Lieut. Erik H. Nelson
Lieut. Leslie P. Arnold
Lieut. Henry H. Ogden

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The greatest adventure of our time thrillingly described by the flyers themselves in collaboration with Lowell Thomas, author of "With Lawrence in Arabia." A complete and authentic account, as absorbing as fiction and of permanent historic value. *With nearly one hundred illustrations of unique interest, \$5.00. Autographed Edition, \$15.00* To be published November 20.

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John Drinkwater

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Jefferson and Hamilton

Claude G. Bowers

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Geoffrey Bert Harte

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Clara Barrus

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on the
LEFT
By
CHRISTOPHER
MORLEY

*— is already being
heard from!*

Coming Nov. 25th

Morley has done it!

.

Everyone knew he would some day, but now he's done it for keeps.

.

Of course, he made us all proud of our profession of selling books when he wrote about that delightful bookseller Roger Mifflin in his "Parnassus on Wheels" and "The Haunted Bookshop," and we were all pretty delighted to see his "Where the Blue Begins" sell about 100,000 copies. But now he's written a novel called **THUNDER ON THE LEFT** that beats them all put together.

.

Behind the scenes, everyone's talking about it. The editors of "Harper's Magazine" have gone on written record saying that "no more beautiful or distinguished contribution has been made to American fiction for many years." In far-off Paris, Homer Croy, author of "West of the Water Tower" read an advance copy and prophesied that because of this book "people would whittle down Chris Morley's gate posts for keep sakes," and from Indianapolis that keen critic and bookseller, Perce Beach, writes us "you've got the book of the year, I hope you know it."

.

WARNING!

Every weather prophet in the business forecasts that **THUNDER ON THE LEFT** is going to be a whirlwind of a success. They're going to storm your store for it. It's coming Nov. 25th . . . you won't have time to re-order before Christmas . . . so double that original order now! . . . and lay in a good supply of Morley's important other titles. Here's a quick order list.



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THE HAUNTED BOOKSHOP	2.00	SHANDYGAFF	2.00
KATHLEEN	1.50	TALES OF A ROLL TOP DESK	2.00
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PIPEFULS	2.00	WHERE THE BLUE BEGINS	
PLUM PUDDING	2.00	(Illustrated by Arthur Rackham)	3.50

(In limp leather, \$2.50 each)

Doubleday, Page & Co.

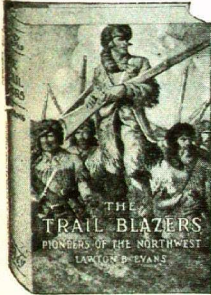
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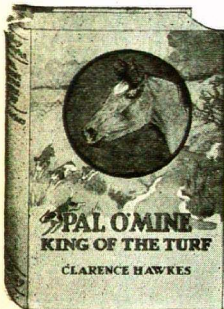
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Twelve to
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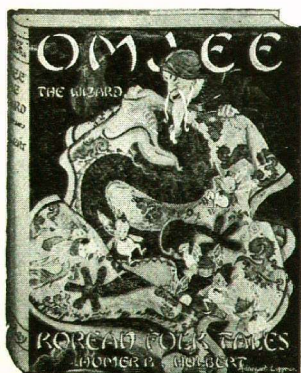
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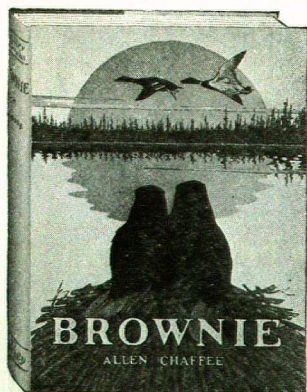
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from Six to
Twelve Years*



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from Eight to
Twelve Years*



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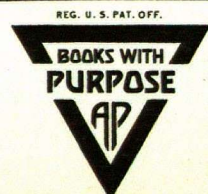
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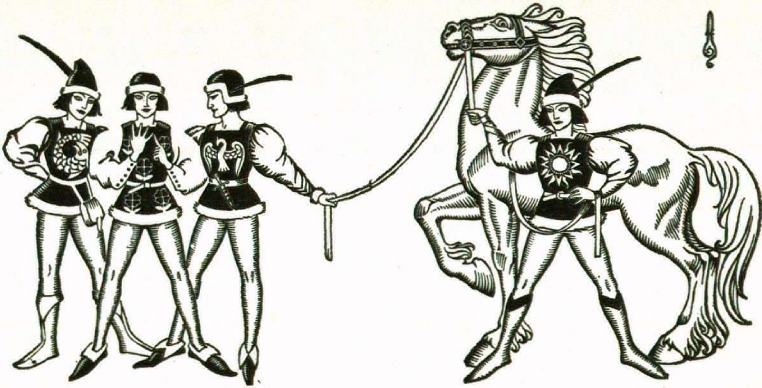
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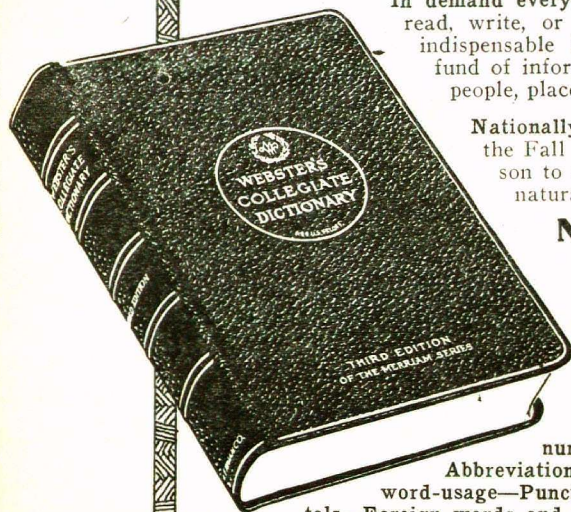
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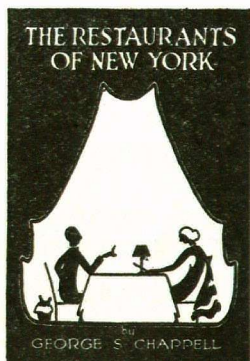


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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, NOVEMBER 7, 1925

The Bookseller and the Author

An Over-looked Market of Attractive Proportions

By King Hamilton Grayson



HE Bookseller and the Author! How closely akin they are, and yet very few booksellers realize how vastly their daily paths are separated,—or what is more to the point,—very few of those whose business is selling books, have seriously considered the many potential reasons for giving special attention to the writers as one of the best markets in their respective locales.

Writers of various kinds and classifications, both known and unknown, live in every hamlet, town and city in America,—there is at least one aspiring author wherever books and magazines are sold,—but very few of them are known to the local book-merchant.

Statistical figures giving the numbers of ambitious new writers enrolled with schools teaching short story, screen play, novel, newspaper, dramatic and operatic writing, are unquestionable evidence of markets for books which would startle the average bookseller if he would only consider that market with due commercial respect.

Not all new writers are interested in best sellers, and they can procure them from the local library when in the mood to read. There are certain books, however, which are as necessary to the new writer as his pen, pencil or typewriter. Every author needs a dictionary,—the very best,—and a thesaurus. Every new writer who is going to succeed needs an encyclopedia, a good history, the best technical

books obtainable, and “scrap books,” “note books” and “card files.”

To illustrate a single possibility I will quote from an experience with those who are members of “The Authors of Denver.” A question was asked at a meeting, “How many members own a thesaurus?”

There were twenty-eight writers present who had sold one or more stories, poems, or articles. There were also thirty-one others who had not sold anything. Two members of the fifty-nine owned Roget’s “Thesaurus”; only five more had ever heard of it,—but fifty-seven members immediately decided that they certainly needed the book. Local booksellers were asked to quote a price on the quantity in three different bindings. There were not fifty-seven thesauri available in all of the bookstores in Denver put together, nor would any merchant order them from the publisher so that our members could purchase them individually. Our members had all seen the value of the book in their work, and an order for the entire number was pooled,—but they were purchased in an eastern city.

There are more than four hundred student writers living in this city alone,—how many of them own a Roget’s thesaurus, a good dictionary, encyclopedia, or any one of the many excellent volumes pertaining to various forms of writing? That is a question which booksellers could easily answer by securing the lists of student-authors in their locales and encouraging them to purchase such needed books.



In every city there are one or more literary or dramatic organizations with which booksellers could wisely cooperate. Every new writer appreciates helpful hints and suggestions in his or her work, and the book-dealers would profit were they to give this class of customers some thoughtful attention.

Writers are usually hidden in some obscure corner,—they are not all able to purchase for cash,—but wise merchants can devise installment payments which will do the same thing for book sales that deferred payments have done for the sale of automobiles.

Indirectly, booksellers can secure valuable advertising by cooperating with authors. We have found a willingness on the part of our local library to purchase any books requested by our members. One Denver merchant has learned the value of this suggestion. Whenever a new technical book appears he makes an effort to have it read by one of our members. That results in sales to those who can afford it, and a greater demand at the library for the volume by others, often resulting in the purchase of several copies by the library committee instead of a single one.

He is also following the same procedure with new fiction. Our local novelists are interested in knowing just which new novels are proving to be best sellers,—and why? The bookseller in question is secur-

ing opinions from regular customers about new books, and this information in turn is transmitted to us. Consequently, our local novelists gain an insight into the requirements, likes and dislikes of readers as well as editors.

Authors are prone to consider books in the class of art. There is nothing which catches the eye of window-shoppers like a single art object set in an attractive background. If booksellers would recognize books as art, and would display a single book in the proper background instead of trying to catch the buyer's eye with a dozen or more from as many authors at one time, they would find that sales would increase. Booklovers are attracted by a single book,—closed, or opened at some catching page or at one or more illustrations just as a jewel-lover is lured to the window by a single glistening diamond or piece of sterling on a background of velvet. The bookseller need not change backgrounds in order to change the book on display several times daily.

If the book and magazine dealers will recognize the bond which exists between them and the local authors, and will encourage the writers to purchase books,—more books of a helpful character, they will quickly learn that the authors in their localities are the best boosters they have toward making other sales.

It's worth a trial.

Buying for the Bookshop

CHAPTER III

The Buyer and His Market

John Loos, Brentano's, Chicago

NOAH WEBSTER has with his customary admirable thoroughness given us one definition of the word "Market." "It means," he says, "the region in which a commodity can be sold." The bookseller may, if he will, make the sentence more appropriate to the book business by substituting for the word "can" the more positive "must."

It seems to me immensely important for the buyer to visualize and nurture the selling possibilities of every book he buys, especially in many stores where the buyer must combine both purchasing and merchandising.

Consider for a moment the organist in your favorite moving picture palace. He has in front of him a complicated key-board with dozens of different stops, yet by virtue of his technical knowledge, he knows exactly what effect he is going to produce when he presses any one of the keys. Think of yourself as an organist endeavoring to produce a commercial symphony. When you press a stop marked twenty-five, fifty or a hundred copies, what effect do you get? You get the books, yes, but does your buying harmonize at all with your selling outlet?

The specialty bookshops, of course, usually follow well-defined lines. One shop may have a market for Juveniles, another for Business Books, the third for Poetry and Drama. Their problem is relatively simple in that they know exactly what line to hew to. The general bookshop has an entirely different problem. It is endeavoring to cater to all shades of opinion and to as many different classes of people as possible. And here is exactly the reason that a buyer must possess close and up-to-the-minute knowledge as to the territory or market which he is trying to serve.

If you are doing business in a manufacturing city, make it your affair to know what the principal industries are and keep up your stock on subjects that might interest people in those particular fields.

If you live in a college town study your local college or colleges. Find out what they stand for and familiarize yourself with their curricula, get acquainted with the faculty if possible and ascertain the types of book they are apt to recommend for supplementary reading. One man's enthusiasm for a few books may mean dozens of sales if you know his taste and anticipate the demand he can create for you.

Get in touch with your civic leaders and club women. A little exercise of diplomacy will probably inform you as to their individual philosophies of life, their views on literature, the books they are likely to talk about and suggest to their fellow members and friends.

Watch the trend of local politics and see that your salespeople keep lists of clubs or individuals interested in political or kindred topics.

Read your newspapers with a view to keeping up your stock on subjects of topical interest. If an author or lecturer is due to visit your town or city, check up your stock of the books he or she has written, and prepare to capitalize the visit. Apply this also to your local theaters, study their advance notices and order up enough stock to enable you to run displays that will co-ordinate with the various dramatic offerings.

It may seem like blasphemy to many to hear a bookstore spoken of as "a live and aggressive institution," nevertheless the stores which merit these adjectives seem to stand out in their day and age as the ones which show a profit. And tho one may

deplore a too materialistic attitude toward bookselling, it must be frankly admitted that profits are as necessary in this as in any other business. A ton of atmosphere makes no impression on the credit side of the ledger unless books are actually sold, and consequently no angle can be neglected that will interest people in books or bring them into your store. I believe that the greatest need in the book business today is a widespread campaign to impress upon people the value of actually *owning* books, and if you can do this in your locality by appealing first to their interest in topical matters you have a chance to interest them eventually in literature of a more permanent and lasting nature, with resultant benefit to the individual and the community.

What has all this got to do with buying? Just this: You may be a successful buyer if you continue to buy every book with just a fervent hope that someone will come in and ask for it, but you'll be a far more successful one if you know in advance just where and how you can place a definite quantity of this book on Politics or that book on Travel. Analyze your community, study its interests, leave no stone unturned in your efforts to secure accurate information as to the type of book or books that each group or individual can be interested in. Somewhere in your town or section there are potential customers for nearly every book offered to you in the course of a year. Do you know who they are and is your store reaching them?

Christmas Advertising

Making the Bookstore Ad Seem Eager to Be Read

By E. T. Needham

"NOW is the time for all good men to come to the aid of retail booksellers who are going to do Christmas advertising."

That's a good twist to the old typewriting practice-line.

Truly, you need help at the holiday season more than at any other time. When the local papers begin to slap on extra pages, and then extra sections—all filled with advertisements—that's the time you have to know what you are doing.

It doesn't make any difference whether a bookstore down the street is advertising or not. Or, if it is, whether you are using more space than it is. What you've got to buck is every firm of every kind, in town and from out of town, that is using an inch or more of space in the local paper.

People are not going to read every advertisement in every issue.

Your advertisement is going forth, as W. Livingston Larned once aptly expressed it in *Printers' Ink*, "elbowed and jostled by everything from massive department-store monstrosities to large national campaigns, pictorially triumphant and dominating."

But there's a way for you to hold your own, no matter how modest a space you use.

You don't have to sit up all night with a cold towel wrapped about your brow, dosing yourself with black coffee to memorize the technical points of advertising, either.

But there are two or three things you've got to guard against from the first tinge of Christmas until the last holiday advertisement is run. (And by that time you'll have absorbed some dandy working principles for use in your advertising all the year round.)

Don't let them set your advertisement so it looks as if it came from one of those smudge-pots that the California citrus fruit growers use to keep the frost from their groves. It must be clean-cut in appearance.

Don't crowd. Lots of people don't like crowds, especially at Christmas-time. A crowded advertisement can look forbidding. Keep your advertising message from rubbing shoulders with those around you. Even if you have to boil down your copy do not

WHY THE STRING?

You need no reminder on your finger that when Christmas shopping for

BOOKS

there is just one store in Chicago where practically all books of all publishers in all languages are awaiting your call. Yes, a valuable gift for every man, woman and child in all Chicago.

ART CORNERS

Under the main balcony beautiful art gifts may be discovered. Things of character and distinction that reflect the inherent good taste of both the purchaser and the know friend to be thus remembered.

(Prices range from \$1 to \$100)

STATIONERY

One's personality is surely reflected in one's stationery. The social correspondence has the atmosphere created by Brennano's stationery is something more than authentic, it is "you-me-it-fair". The last word in correct usage. All the charming accessories of the desk will be found, too, in the department.

BRENNANO'S

218 So. Wabash Ave.
Chicago, Ill.

Booksellers to

THE SAFEST PRESENT

The safest present for any person of any age and any taste is a book.

No matter how young or how old he may be, no matter what his predominant interest in life may be, there is a book which will give him enduring pleasure.

We have designed our stock to meet the requirements of any mind. You will find on our shelves books which will appeal to almost everyone, and books which have a definite appeal to a particular few.

Ours is the only store in Akron where nothing but books is sold, and where every sort of book is carried.

We are equipped to give you intelligent help in the choice of books for persons difficult to suit.

We have the new fiction. We have a complete selection of books for children. We have a large collection of biographies. We have poetry, drama, essays, religious books, belles lettres, travel—in fact, any sort of book you may desire.

The Rigby Bookshop

Next to the Y W Main 6278

24 S. High St.
(Note: The friends to whom you gave the Life and Letters of Walter Hixson Page will appreciate Mark Twain's Autobiography. In two volumes.)

A CHILDREN'S GALLERY

Picture a Gallery of Children by Artists who Know Children.

Exclusive Books for Children of All Ages—Illustrated in Color by well-known Artists.

One of the most important Wooden Character Toys, Painted in Colors.

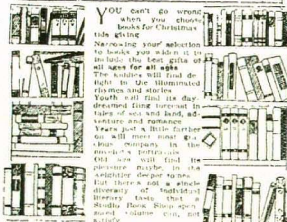
CHRISTMAS CARDS, DESIGNED BY THE CROSSROADS STUDIOS.

Unique Novelty Gifts.

CROSSROADS STUDIOS

602 HOTEL & RICHARDS STS. 'PHONE 4108

GIFTS FOR BOOKLOVERS



STUDIO BOOK SHOP

401 NORTH TOWN SQUARE STREET

Phone Main 7835

How Some
Booksellers
Did It

One Good Book

is better by far than a thousand useless "presents". It will really mean

Merry Christmas

And what better place to choose that "one good book" at a moderate price—than in our Book Department? Books for everybody are featured here and many especially for young readers. Such as:

THE BOY WITH THE U. S. RADIO, by GEORGE REEB, 15¢. One of "The U. S. Service Series," featuring the direct but unofficial approval of heads of departments and presenting the activities of our Government in behalf of the people. Pleasantly illustrated with photographs.

THE BIRD CHANGING, by A. FREDRICK COLLINS, 20¢. A practical and intensely interesting book of living experiments which can be clearly followed with simple apparatus easily constructed at cheaply purchased.

A GENTLEMAN FROM FRANCE, by CLARENCE HAWLEY, 15¢. The story of Pierre, a splendid dare devil, who was the pet of a school in the French city and the winner of the Cross de Guerre.

SILVERFOOT, by MAUD LINDSAY, 15¢. Illustrated in color and giving the story of a Southern planter's house, Silverfoot, left in the care of three little girls.

LAMBERGER—SIXTH FLOOR

L. B. LAMBERGER & Co.
"One of America's Great Stores"

For Tardy Shoppers

BOOKS as GIFTS

Books are always timely, appropriate, welcome. They are an enduring remembrance. They can be chosen with ease and with a sense of fitness.

No age is immune to their charm. Children thrive on good books. Our children's collections are a revelation in character and completeness.

Our big Book Section offers a fertile field for gift selection, even at the last moment.

Our new Book Catalog is ready to mail for the asking.

BOOK SECTION—THIRD FLOOR

MARSHALL FIELD & COMPANY

fill all the space for which you are paying.

Don't challenge their eyes to an endurance contest. Consider that every person you want to reach needs glasses but won't wear them.

There are the essentials in a nut-shell.

If all your competitors—and that means all businesses advertising in the same papers you do—knew these things you would all be better off. "Clean typography in a newspaper helps every advertiser, the big ones as well as the little ones," said Charles W. Mears in *Advertising and Selling Fortnightly*. "The reader isn't knocked down and dragged out visually. He isn't insulted mentally. He reads with ease and every advertiser gets a better chance to meet him."

It's easy to keep the other advertisers from crowding in upon you, even if you don't know who they are going to be and have no idea where your advertisement will be in the paper. "The very first rule in building an advertisement," said Mr. Larned, "is to provide for plenty of white space around the set-up. Much else can be sacrificed if this is done." He told of an advertiser who always insisted that type "float in open space" and who always demanded at least three-fourths of an inch of space on all four sides of a block of type.

Another thing he warned against was making the lines of type too long, declaring that narrow measure typography is easier to read. "It is so much more sensible to consider type always from the view-point of

legibility, first, and the niceties of composition adjustment secondary. 'Does it invite the eye? Will it make people want to read it?' are more vital considerations than those of supreme artistic merit. . . . When type is functioning properly it fairly 'reaches out' in its eagerness to be seen and read."

Many advertisers get attention in their spaces to special items of merchandise or some feature of service by adopting the "box" or "panel" from the newspaper make-up. The "box" is really an advertisement within an advertisement enclosed in a simple line border. "One of the favorite axioms of William Randolph Hearst," said an editorial in *Editor and Publisher*, "is that 'ten people read a box for every one

who reads a top-of-column headline.' The box idea is often abused, and thus loses force, but when it is employed to display short items of true significance, or carry a smart point of humor, or summarize a story which would require much time to read, it is one of the happiest inventions in the composing room. Nothing compares with the box for page dressing."

Carrying these principles in mind involves little effort. They are the vital rules for having a good-looking advertisement. And the good-looking advertisement is about the only one that stands a chance in the crowded holiday newspapers.

Keep 'em clean-looking, keep 'em from rubbing against the other ads and keep 'em so they can read 'em without specs.

Advertising Books in Tea-rooms

IT was not so long ago that a young girl sat in a tea-room waiting for the luncheon which she had ordered. While she waited she glanced around the room and realized that everyone was doing just what she was doing, tapping on the table and staring around idly. Suppose there was a small booklet of some kind on the table to occupy the attention of these people. Couldn't she think of something appropriate? As her work was in the publishing field it was quite natural that she should decide that this was a publisher's chance, a chance for advertising that would be read. Why couldn't he publish the most interesting chapter from one of his recent books and by arrangement with the tea-room have it placed on the table with the menu? But the patrons would tire of seeing the same booklet each noon week after week. Why not a new one weekly? Why not a group of publishers working together, having the same booklet on the tables for not longer than a week? And why confine this activity to one tea-room? Why not a number of tea-rooms each, of course, having the same book represented on its tables.

This was the beginning of the Publishers' Booklet Advertising Service. The young lady was Miss Mary Dennen Hanlon. Her idea had back of it the courage of her

convictions and she approached the proprietor of the tea-room and asked her if she would be willing to have such booklets on her tables. The proprietor of the tea-room would be delighted.

Miss Hanlon approached the National Association of Book Publishers who sent her to the publishers. Several publishers agreed to cooperate with her. Mr. Charles H. Denhard, who has had a great deal of experience in publishers' advertising was enthusiastic and said that he would do all he could to help Miss Hanlon put over the idea.

The week of October 18th saw the appearance on from 600 to 800 tables in more than a dozen restaurants and tea-rooms in all parts of New York of the first chapter of Anne Parrish's "The Perennial Bachelor," published by Harper. As the patrons left the tables taking the booklets with them the waitresses replaced them as promptly as they did the menus that had been removed after ordering. Each week will see a new booklet in the tea-rooms, a new sample which will turn the reader to the bookstore and the book. Each week will see the addition of new tea-rooms to the list served and to the publishers being represented by the booklets. Plans are under way to make the scheme a national one.



The window display for "A Day In Oz" is part of an elaborate Children's Book Week feature prepared by Reilly and Lee

"A Day In Oz"

The Tin Woodman and the Cowardly Lion Are Appearing in Many Communities This Fall to Help Celebrate Book Week

AN ingenious advertising scheme in line with Children's Book Week publicity is that of Reilly and Lee for pushing their Oz books, a scheme that has gained the booksellers' cooperation.

A playlet, "A Day in Oz" or "Scraps from Oz" which can be easily and simply staged and which plays about thirty to forty minutes has been written by Miss Ruth Plumly Thompson who has carried on the writing of the Oz books since the death of their creator, Lyman Frank Baum. The characters in the play are Scraps, the Patchwork Girl; Princess Ozma, the ruler of Oz; the Tin Woodman, Little Dorothy, the Scarecrow and the Cowardly Lion. All costumes, except that of Dorothy which is a simple gingham dress, made to fit boys and girls of 10 to 15 are furnished by Reilly and Lee. There are four songs for which music has been written by Norman Sherrerd, the well-known Philadelphia composer—"The Scarecrow's Song," "Tin Woodman's Song," "Song of the Wizard

of Oz" and "Song of the Cowardly Lion." Copies of the play and music are obtainable from the Oz publishers as well as souvenirs to be distributed at the end of the play.

To make the play a complete success, window and interior display material will also be furnished. A number of booksellers have made arrangements for the production of the playlet, linking up their window and table displays and benefiting by the publicity that the performance would get.

The Oz playlet at the Washington Book Fair of Woodward & Lothrop was a huge success. Miss Thompson was present and supervised the production of her play.

Meier & Frank Co., of Portland, Ore., on the day of their performance of the play sold about one hundred copies of the Oz books and in addition stimulated a great deal of interest for their Christmas business.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

EDITORS

R. R. BOWKER

F. G. MELCHER

November 7, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

"So This Is Publishing"

ONE of the most curious collections of assorted misinformation about publishing that has yet found its way in print was contained in the New York *Times Book Review* of October 25th. The article was entitled "The High Cost of Reading" by Silas Bent. Mr. Bent, we find from "Who's Who," was for some years staff writer on newspapers in the middle west, has done publicity work, and is now a free-lance writer. He was in charge of the newspaper publicity for the national Democratic ticket in 1920. A freelance writer would seem from this evidence to be one who does not feel called upon to investigate a subject thoroly, but to take an intriguing heading, sell the idea to a Sunday paper editor and then fill in five columns from such data as is quickly available. Probably the remuneration for doing a free-lance page is not sufficient to justify following facts to their source, but, considering the importance to the public of accurate information about the booktrade, it would seem that such a writer might have applied for enlightenment to some of the obvious sources of information. The National Association of Book Publishers has developed a reference library of printed material and clippings on various aspects of publishing and distribution; the American Booksellers' Association has a permanent office with information available for any writer; and the *Publishers' Weekly* is always ready and is frequently called on to

supply data about the booktrade, and, beside its own indexed volumes, has a large library on bookselling and booktrade matters and a collection of pamphlets and other material that is of first rate importance.

Probably, if Mr. Bent had thought of the happy title for an article, "The Low Cost of Reading," he could have written equally entertaining columns and, in fact, gathered his facts even more readily than for this one on "The High Cost of Reading."

One of his important discoveries has been "that there is no excuse for a bookstore." This information he got from an interview with some publisher. This publisher also informed him that "bookstores make 80c. profit on a \$2 book." Presumably, the bookseller does his business without any expense. Ten or 15c. would have been nearer the accurate figure. Two dollars for a novel and \$3 for a theater seat. Mr. Bent thinks are both equally absurd. We cannot venture to offer the statistics about the expenses that enter into delivery of a \$3 theater seat on Broadway, but the facts and figures about \$2 novels are quite open to any investigator, and the wonder is that booksellers can sell them for \$2 and not that they do not offer them for less.

Mr. Bent explains that he "has found that there is no conspiracy among publishers to gouge the public but simply a refusal or failure to cooperate in a business-like conduct of the industry." "Publishing," he says, "is the most disorganized and ill-managed industry in the United States, save coal alone. Even the production and dispensation of chop suey in this country is on a sounder basis than the publication and retailing of books."

When the publishers do make a success, it is quite by accident, it seems. "Doubleday, Page was flabbergasted at the huge sale of the Walter Hines Page Letters." This does not seem to jibe with our recollection of the Doubleday, Page opinions about the Page Letters when they were still running in the magazine and the first books had not appeared. And "the sale of 'Eminent Victorians' was no less an amazement to Harcourt," it seems, altho this is perhaps not so surprising, as it was not their publication. "The success of 'The Story of Mankind' was a shock to Boni &

Liveright." This seems surprising, inasmuch as Mr. Liveright had, with considerable expense, underwritten the advance work on this over a period of years and believed in the book thoroly. "Main Street," it seems, "was the prize surprise of the Golcondas." When it comes to publishing real literature, he was informed, this is done for swank.

Altho Mr. Bent did not have time to investigate the actual conditions in the booktrade and its decidedly healthy growth and even better prospects ahead, stimulated by the fine work being done by the Publishers' Association, some of these facts will be made available to the *Times* readers, as Marion Humble, executive secretary of the National Association of Book Publishers', has arranged to reply to Mr. Bent's article in the issue of the *Times* of November 8th. Perhaps the chief thing that should be said in reply is, that even a free-lance writer working under high pressure should take time to look up the facts when the facts are available.

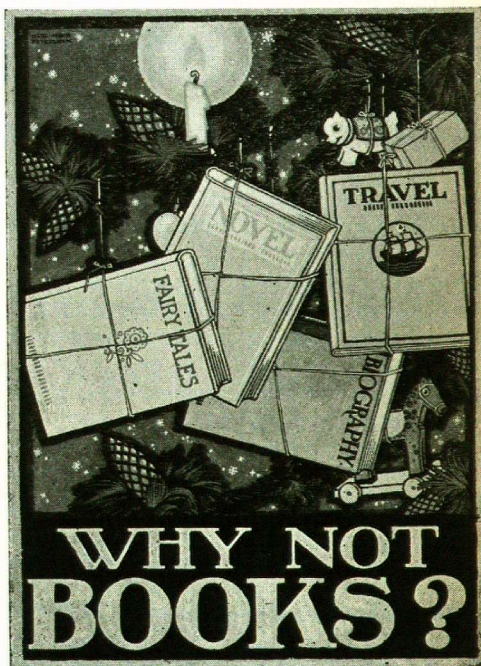
Typographical Effectiveness

BOOKSELLERS usually spend a large part of their appropriation for newspaper advertising in the two last months of the year and are always faced with the problem of getting attention to their announcements in the crowded pages which invariably characterize every newspaper, large or small. Frequently the pressure is somewhat relieved by the fact that newspapers do give some special precedence to book advertising, oftentimes allowing it to appear on pages where the large department stores and national campaigns are not appearing. Many newspapers have a page devoted to literature and art discussion, which makes a most appropriate background for book space.

The fact, however, will always remain that, in the holiday pressure on space, it is difficult to get attention, and it makes it the more necessary that the store manager give careful thought to the question of type, wording and spacing. Sometimes an advertisement designed carefully in the quiet of an office seems to be effective, and yet, when surrounded by other printed matter in heavy type, this effectiveness is lost. The bookseller has to consider the practical

effect of his small space on the page and be sure that there is something about the advertisement that will bring the casual reader's attention to the spot. Further argument about books and book titles can be put in smaller types, but, first of all, the attention must be gained.

Sometimes the use of a store sign or colophon is advantageous, as people get used to turning to the place where this



The new National Association of Book Publishers' Christmas Poster, designed by Maud and Miska Petersham

appears for interesting book information. Sometimes the air of personal gossip catches the attention of the readers, and they feel that they are in first-hand touch with the owner of the shop.

With the attention caught and the argument made, there still needs to be a closing suggestion of purchase to bring the argument right home to the reader. To get these necessary points over in the one or two-column ad is not the easiest thing in the world, but the bookseller can congratulate himself that he is talking about merchandise in which there is already an established interest in the minds of most readers. This is an advantage over many

advertisers that gives his display space especial effectiveness.

Tyndale to Be Honored On Bible Sunday

ARRANGEMENTS for an extended celebration of the four hundredth anniversary of the translation of the New Testament into English by William Tyndale were to be completed at a meeting of clergymen and laymen held in New York on October 28th. The meeting was held under the auspices of the New York Bible Society. The resolutions presented by Bishop Herbert Shipman of the Episcopal Church, seconded by Rev. Ralph W. Sockman of the Methodist Church and Rev. Dr. Wesley Megaw of the Presbyterian Church were unanimously adopted. These resolutions urged that Bible Sunday, which for some years has been observed on the third Sunday before Christmas, be devoted to an emphasis on the value of our English Bible and our immeasurable debt to William Tyndale.

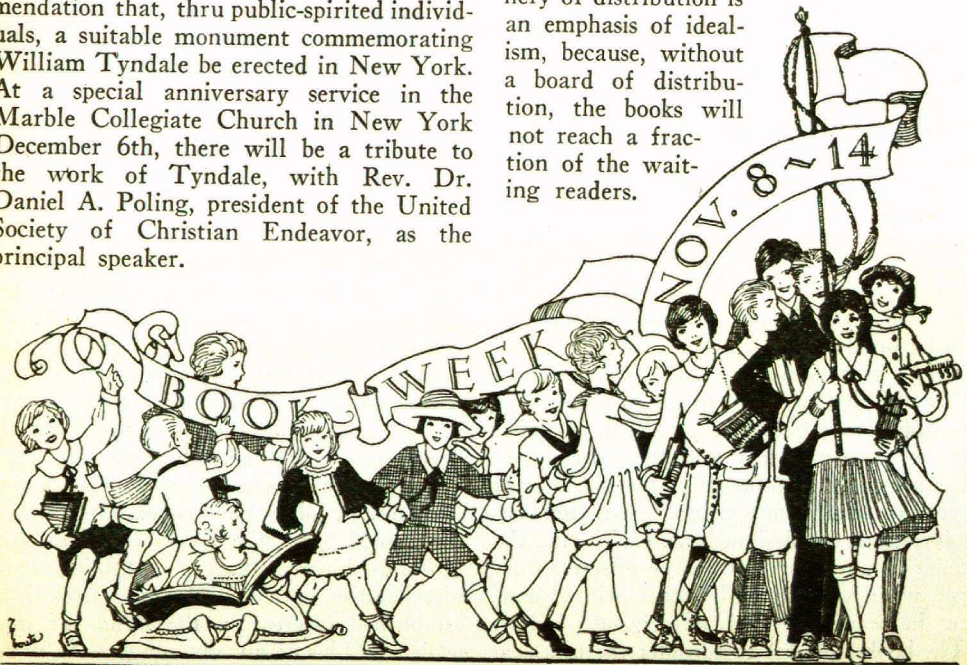
The New York Bible Society has also undertaken in this connection to circulate 100,000 English New Testaments with special tribute to the memory of William Tyndale, and is also backing a recommendation that, thru public-spirited individuals, a suitable monument commemorating William Tyndale be erected in New York. At a special anniversary service in the Marble Collegiate Church in New York December 6th, there will be a tribute to the work of Tyndale, with Rev. Dr. Daniel A. Poling, president of the United Society of Christian Endeavor, as the principal speaker.

Children's Book Week

AS this issue of the *Publishers' Weekly* reaches its readers in various parts of the country, observance of Children's Book Week will be in full swing.

The sense of broad public interest which has been the characteristic of this movement has been steadily strengthened, and, in community after community, the schools, libraries, bookstores and other interested organizations have been in happy cooperation to make the most of the occasion. It would be a commonplace in these columns to emphasize that none of the workers for Children's Book Week expect to limit their interest in the subject to these seven days, but it is obvious that community interest cannot be aroused by scattered fire. Nor can all the interested people expect to be continuously in contact, but this one week gives them a sense of togetherness which will be felt thruout the year.

No one who gets interested in the problems of children and children's reading can help feeling that the ground is barely scratched in this great movement to bring to the growing boys and girls the very best things that the authors of all nations have written or can write. The emphasis at this time on the machinery of distribution is an emphasis of idealism, because, without a board of distribution, the books will not reach a fraction of the waiting readers.



When Do People Read?

A Customer Points Out the Booksellers' Opportunity in Supplying the Ever-reading Public

By Josiah Titzell

"I DON'T think you booksellers realize what an opportunity you have," said the customer that likes Goliardic poetry.

"By which you mean?" I asked.

"That I don't think you realize how many people read, and how often. At breakfast in my boarding-house, tho most of the men read newspapers, I always notice several books. That, for me at least, quite disproves the theory that boarding-house inmates talk too much at meal times. The people reading in the street cars do not surprise me, and I know that those in the subway, without scenery, as well as commuters who have half an hour or an hour in travel will spend that time with books. Chauffeurs, waiting sometimes for long periods, can invariably be found reading, as can cooks and maids, especially these latter when they are waiting for callers to come or go, or for their masters and mistresses to return from the theater or evening parties. Ticket agents in the subway and theater box-office clerks read a great deal, and shop-keepers—I'm not one of those who feels that you shouldn't read in the shop. I would suggest leaving your book the instant a customer enters, but there are by far too many books published to expect to cover them outside of business hours. How can you talk intelligently with a customer about a book if you haven't at least glanced thru it? If a glance reveals tempting material, all the better, take it home after hours and read it thru.

"You know very well how in a barber shop men—and now, with their bobbed hair, even women—read while 'waiting their turn' and even while their hair is being cut. Go into an automat or lunch-room at noon and you'll be sure to find some few people reading while they eat

and generally spending the remainder of their lunch period reading, either in some square or park or in the public library.

And don't you think that library readers don't buy books, for they do. Interest is often roused in some library book and they go and buy it. They're cautious buyers but, after all, wise ones, and it can't help but delight you, if you're an honest bibliophile, to know that the books you are selling are going to be read, not once and then thrust on a shelf, but over and over again. The same thing applies to people that bor-

row books. Their interest in reading, in books, is stimulated and sooner or later they'll find they've got to own a certain book. Every book is a link in a chain that leads you on to another. Reading's only a habit that needs to be started to sweep you along with it. I can remember the day when I never read a book. I'm sure I don't know how I passed the time. Then a book came along that interested me. In it another was mentioned and my curiosity had to be satisfied. I began to read one or two a month. Then I struck one, a book about books, which lead me to dozens of others until I got so I read incessantly.

"People said when radio first came in it would kill reading. Might just as well talk about its killing thinking. I have a radio, but I read three-fourths of the evening while I'm waiting for what I want to 'tune in.'

"I've a friend who's an actor, musical comedy chap, and the other night I went back stage to see him and found his make-up shelf weighed down with books. Actors spend more time reading than almost any class of people I know. They have to wait hours in offices seeing agents and managers, then after they've landed a job while they're hanging around at rehearsals.



After their play has opened they've the whole day, except, of course, matinee days, to spend reading if they care to, and most of them to do. This friend of mine is on in the first act and again in the third. He spends the time of the second act reading and even takes his book into the wings while waiting for his cue. While out front watching his performance the other night I learned a surprising thing. Have you ever noticed the orchestra in a musical comedy when it's not playing? You're not apt to let your eyes wander from the stage, but I did. Every musician but two was reading, not fitfully but lost in his book. As the cue came the books went under their seats and instrument in hand they struck into their fascinating rhythm, after which they went back to their reading, apparently no less fascinating than the tune they had just played. Nobody would ever think of a musical comedy orchestra reading be-



tween numbers, but then nobody would ever think of half the people reading who do, and under such circumstances.

"When do people read? Heavens! What a question. If you'll permit me to become quite commonplace it's like asking when do people eat—you know, mental as well as material food. There is no prescribed hour. You have to determine every man for himself and his conclusion generally is, all of the time. May I suggest a test for you? Tomorrow, notice every moment of the day, wherever you are, the number of people reading books. You will be surprised and will realize what an opportunity you, as a bookseller, have to supply these people. Good-afternoon.

The door closed after him and I was left alone waiting for tomorrow and wondering why I was a bookseller and why the customer that likes Goliardic poetry was not.

On What the Public Reads

An Interview With the Book Buyer at Wanamaker's, Philadelphia, First Published in the Philadelphia Public Ledger

SOME wiseacre once said, "Show me the company you keep and I'll tell you what you are." Then another person paraphrased that and made it read, "Show me the books you read and I'll tell you the kind of mind you have."

Can the type of books a person prefers reflect to a definite degree his level of intelligence? Has the American's quest for knowledge led him to seek a higher type of literature than he generally is supposed to consume? Can a finger be pointed at any one kind of literature and be it said that that particular type is what the American public is reading in great quantities? Walter H. Cox buys books for Wanamaker's, Philadelphia, and his reply to the question is a bit surprising. Mr. Cox said:

"Every type of literature being produced by the writing fraternity of this country and Europe is being consumed by the

American reading public. It is virtually impossible to say that the public taste can be put in one pigeon-hole and definitely labeled 'What the Public Reads.' Too many varied types of mentalities make up the American public for that.

"It may be true, as a Yale professor has said, that a literacy test would show this nation to have in the aggregate the mentality of a 9-year-old child. But when every ounce of evidence is weighed, where their reading is concerned, then the degree of intelligence must be lifted to a considerably higher plane.

"That literature dealing with travel, history, biographies, autobiographies, great moments of the day in politics, religion and kindred subjects finds the largest number of purchasers. Surely this kind of reading-matter is beyond reproach, and those persons who would reform the literary tastes

will have to seek new fields to conquer.

"There is but one thing to which this can be attributed and that is America's insatiable desire for more knowledge. Neither can it be denied that the average man and woman has no desire to be considered behind the times, and they do not want to suffer the embarrassment that goes with being unable to join in conversations on smart and fashionable topics.

"It must not be thought that fiction is losing ground. It is not. But only that fiction which is worth while is standing the test to which the public of this city and country puts everything affecting its economic, civil and social life.

"There is perhaps a slight exception to this, and that is the literary taste of the average man in business. We find he wants some book that is light, which doesn't make him use too much mental energy, that doesn't make him solve a problem while he reads and when he finishes the book. In other words, he wants a light type of literature which will rest and amuse him, because he is mentally fatigued when he comes to the point at which he has a few minutes to give to reading. These men, however, do read a better type of literature, and they consume in large quantities subject matter touching on their business.

"Fiction runs largely in cycles. That is to say, one trend of thought in fiction writing is popular today and tomorrow another idea will hold sway. Just a few years ago that book which did not have a spicy smack to it stood on the shelves and collected dust. Today that kind is gathering dust, while the fiction which has a religious strain or moral thought running thru it is finding many and ready purchasers. It is the work of the recognized literary artists who are finding favor with the reading public. Those writers who always have been listed in the middle or mediocre class hold their own, but they enjoy no place in the sun.

"There are several reasons for this upward trend in literary taste, two of which stand out, to me at least, as being directly

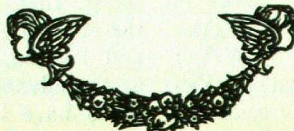
responsible. One is the school and the other the newspaper. Both these agencies have done wonders in gradually bringing the people around to reading the best books. Nowadays the schools include in their English courses the modern authors, and the students naturally acquire a taste for this high-grade work and read it in large quantities for pleasure as well as required school-work.

"As for the newspapers, they have done much for the reading public. The public has learned to turn to the book-review pages to read the advertisements of publishers and booksellers and consequently read the reviews, and those columns are devoted only to the highest type of modern writing. The public can't help but know what is good in literature and have a desire for the best.

"Poetry and works on the drama find a steady market. We must keep our shelves well supplied because, while there is never a rush or a flash for this kind of writing, yet those lovers of the art of the rhymers and the playwright are many, and they want each new thing as it comes from the press, providing it is worth reading.

"There is one thing which has been noticed by all bookmen. That is the passing of the 'home library.' Once every home had its collection of books, in which was included Dickens, Thackeray, George Eliot, Stevenson and all the moderns of the day. That is not so nowadays. What has caused this condition we are at a loss to know.

"It isn't that people aren't buying books; they are and in increasing numbers. It may be that the present mode of living in apartments is responsible, because the apartments aren't large enough to permit of a bookcase or shelves. It may be that the tremendous growth of book clubs with their circulation system is the cause. Whatever it is it is a bad sign, because people will never learn to love books, no matter how much they read nor how good the literature they read, until they have a desire to surround themselves with them."



English Book Trade News

From Our London Correspondent

Optimism

FROM all quarters comes a joyful note. Publishers say they are doing well, and so do booksellers. It does seem as tho the season is going to be a good one. About time, too, for there have been lean times of late. The other day, a journalist interviewed a famous publisher about present conditions. He said that, in spite of political uncertainties the horizon is brighter and business was brisk. The journalist had been so used to "bad outlooks" in the trade, that he hied himself to a bookseller—also a man of repute—and *he confirmed it*. Jonathan Cape is quoted as saying: "We shall be surprised if this coming season is not in every way a good one. There is growing generally the feeling among all classes that books are desirable possessions." Another writer, evidently someone who has his finger upon the pulse of bookselling, says: "It gives those of us who enjoy the traffic of book-making and book distribution pleasure to know that there is a wave of optimism passing thru the country, and that there are more interesting books appearing now than ever before."

More Book Talks

Miller & Gill who happily started lectures at their bookshop in Charing Cross Road, are having imitators in the provinces. This increase of interest on the part of the British public as to the value of books, is of great help to the newly formed National Book Council, the organizing secretary, of which Maurice A. Marston was once a publisher. For many years he was a partner in the publishing house of Leonard Parsons, Limited. Miller & Gill have just issued their new program of lectures for the autumn season of this year. It is a long and interesting program. Among the lectures and subjects are: Hiliare Belloc, "Factor of Permanance in Modern English Literary Work"; Alec Waugh, "The Modern Novel"; Walter de la Mare, "The Supernatural in Fiction"; Ralph Strauss, "Penny Dreadfuls."

The other bookselling firm which is running a series of talks is Brooker and Saville, of Hastings. We see the talks will be given by Sheila Kaye-Smith, Britten Austen, Cecil Palmer, Coulson Kernahan and Basil Macdonald Hastings.

Books for Children

We welcome the vision of a librarian who has compiled a list of books for children to read when they finish their course at the elementary school. There are hundreds of real potential readers among these young people when they relinquish their simple studies at school for the sterner things of life. Their minds are still impressionable and with a wisely compiled list of books, we feel that the reading habit will be inculcated and maintained. The librarian said: "It is a list of those books it is thought the student should read first and foremost, and should blush most at not knowing. Do not treat it merely as a monument of dead effort." Then comes a long list of names, with characteristic books, from Jane Austen, Balzac, Blackmore and Borrow to Tennyson, Tolstoy, Wordsworth and Whittier.

Some New Publishers

More publishers are commencing business. We have noted several this autumn: Faber & Gwyer, who are issuing a number of important books of a general character, including a new series of "Modern Health Books"; John Hamilton, Ltd., the head of which is Major C. H. Daniels; and Noel Douglas, who is to publish books of all kinds.

Book Craft Lectures

The London School of Printing and Kindred Trades, presided over so admirably by J. R. Riddell, is continuing its series of classes on "The Book Crafts." There is provision for junior, intermediate and advanced courses. We note, with great interest, that the indefatigable secretary of the Associated Booksellers of Great Britain and Ireland, W. J. Magenis, is in charge of the advanced section. No better choice could have been made.

Paper-Covered Books Again

THE columns of the *New York Times* broke out again this fall, as happens periodically, into a discussion of the price of books and of the possibility of lowering this by the use of paper covers. There seems to be no general aspect of book production on which there is such complete misinformation as on the cost of cloth covers, and booksellers and others in contact with the public may well use their opportunities to spread exact information on the problems of book manufacturing and book prices.

As long as people look on a new book as simply a pound of paper with a cloth wrapping, they certainly cannot understand why there should be \$2 to \$5 prices on manufactured books. One writer to the *Times* said: "None of us see that a binding makes a 20c. book worth \$2." Another writer says that his family can never bear to throw away a cloth-bound book, and yet, if it was bound in paper, it could be disposed of and the house kept more free from accumulation. This means that a feature of book manufacture which actually costs only 10c. more than a paper binding (the latter must of necessity have the same cost of printing, stitching, etc.), seems to the casual observer to have a tremendous value and places the book well out of the magazine class. If a \$2 novel were published in paper covers, the publisher could afford to sell it for about \$1.74. Does anyone really think that this would increase the sale of books?

Comparison is continuously made between magazines and books, but there is no feasible way to connect advertising income with books, and it is the advertising income that settles the price of the magazine. To bind books in paper would increase the frequency of comparisons made between book prices and magazine prices, and there would be an expectation of low retail book price that it would be impossible to meet without an advertising income.

A traveler from France invariably compares the \$2 price with the French price of 7 or 8 francs, but it would be more accurate to compare it with the English price of 7s. 6d. The royalty for an American or English author in many cases equals the entire retail price of a French novel,

and there is certainly no general complaint that authors are overpaid from book royalties, and most really large incomes are derived from other sources.

Postal Rate Situation Develops A BULLETIN OF THE A. B. A.

IN the September 12 issue of the *Publishers' Weekly* we made mention of the brief submitted by the council for the National Association of Book Publishers to the "Special Congressional Committee to Investigate and Recommend Permanent Postal Rates." In it the publishers showed that books were being discriminated against and a request was made for a careful study of the situation and that, upon the findings, a revised schedule be made for books, lowering the rate to that now enjoyed by magazines. The place that books hold in the development of our civilization was clearly shown, the entire argument being based on the necessity for them, and, it was pointed out that the public is being penalized for using books by the high rate of postage especially as nearly every book at one time or another finds its way to the mails.

The reduction in rates will be of great value to the bookseller. Matters are now developing rapidly. Hearings by the Committee are to be resumed on November 12. If the new rates are not included in the preliminary draft of the bill the Publishers' council will again appear before it. He will be accompanied by our Executive Secretary, who will represent the booksellers of the country.

We will keep you informed of the progress we are making. We may need your help.

ELLIS W. MEYERS,
*Executive Secretary of the
American Booksellers' Association.*

THE SECOND SERIES of Bibliographies of Modern Authors is now ready, edited by C. A. and H. W. Stonehill. It is issued by the office of the *Publishers' Weekly* at \$6. The edition for England and America is limited to 750 copies. The authors covered are John Davidson, Ernest Dowson, Katherine Mansfield, Alice Meynell, Walter Pater and Francis Thompson. Nearly 200 important volumes are minutely described.

Complaint of Bad Subscription Practice

Against the International Publishing Company of Chicago

THE selling methods of the International Publishing Company of Chicago, W. R. Maxwell, have been under investigation by the Federal Trade Commission because of certain questionable practices of its canvassing. The complaint contained in Docket Number 1331 of the Commission giving the details of the criticism, reads like a summary of all outworn practices which the substantial publishers in this field have long since endeavored to weed out from the subscription field.

The complaint states that W. R. Maxwell, trading as "The International Publishing Company," has been buying from the Holst Publishing Company of Boone, Iowa, for \$9.25 a set known as "The International Reference Work," which he contracted to sell for not less than \$49. The subscription blanks claimed that the usual selling price of the work was \$165. The sales outline states that the subscriber had been selected as a special, favored person to have a set, that there is no charge for the set but simply a charge for the supplemental material which would be received from year to year. The complaint further states that no machinery was set up to supply this promised research material but that the existence of such a bureau is entirely fictitious.

The sales statements included testimonials which it is claimed Mr. Maxwell knew were fraudulent. These claim that the work had been endorsed by superintendents of education in twenty-four states when there was no evidence of this fact. Testimonials were used from people whose existence is mythical.

The same material used in the set was used in another direction as "The New Teachers' and Pupils' Cyclopaedia," and therefore the public was confused and occasionally bought the same set under two different names. It is claimed that in selecting the name "International" there was an intentional desire to confuse the work with the "International Encyclopaedia" of Dodd,

Mead & Company. It is claimed that the orders were obtained by fraudulent statements and trickery and that the notes thus signed were re-assigned by Mr. Maxwell to the Holst Publishing Company, who then undertook the collection, this transfer being made in order to make it more difficult for the signer to refuse to pay the notes.

The whole complaint and the fact that there is means of taking such action indicate a national effort fully to establish new standards in American business, and the efforts of the Commission supplement those of the Subscription Book Publishers' Association in eliminating such old-time methods are bound to help put this field into a better shape.

As To Repetition

SUCCESSFUL advertising must usually involve repetition. To make one announcement, no matter how effective, is not going to secure enough attention from the public to mean business growth. Oftentimes the bookseller, in the fall, tho he realizes that his busiest season should be just ahead, thinks that the public must also realize then that he is there ready to do business and that new books are arriving which will appeal to all types of interest. But the public has a short memory and has many things called to its attention. Some habitual book buyers will never forget about the bookshop, but the average person will.

People have to be reminded of the bookshop as they have to be reminded that clubs are beginning, that churches are resuming activities, that plays are coming and, gradually, they build up the program of their winter interests. Both newspaper space and direct mail are especially needed in the fall to bring home to people the attractiveness of the bookshop, and the advertising appropriation should be definite and systematically expended. Publishers carry the burden of the national advertising of individual titles, but the bookseller must bear the responsibility of re-emphasizing his own business, and, unless he realizes that repetition and more repetition is necessary, he will not get the full value of his location or of the increased business that the fall brings.

"The Three Owls"

VERY appropriately it is the opening of Children's Book Week that brings to hand the new addition to the shelf of books about books, "The Three Owls" (Macmillan) written and edited by Anne Carroll Moore, who is supervisor of children's reading in the New York Public Libraries.

The volume is dedicated to the editors of Books of the New York *Herald-Tribune* "who were the first to make room for the critical consideration of children's books in a weekly review," and a review of the book might well contain a similar line of thanks to Anne Carroll Moore, whose clear vision of the direction and scope of children's reading interest has done so much for writers, publishers and readers of books. And further acknowledgment should be made to The Macmillan Company, and Miss Seaman of the Children's Department, who have spared no pains to make the book attractive typographically and in illustration.

When Children's Book Week was first launched seven years ago, on the very first committee was Anne Carroll Moore, and one of the first interesting features of its observance was the Monday afternoon celebration with which the week was opened in the famous children's room of the New York central branch. This devotion of Miss Moore's to both the practical and idealistic aspects of children's reading and book publishing was further extended by the beginning of the articles in the *Bookman*, material which has been twice gathered into volumes happily entitled "Roads to Childhood."

This new book is different in scope from those volumes, as it reaches out to an audience that will include everyone who is in any way interested in books for children, in their writing, their preparation or their selling. Its real significance is that it shows that not only are children's books a great and interesting field of literature, but the distribution of books for children is a field worthy of careful study and a field to which Miss Moore has here contributed much, gathering also contributions from two score writers from different parts of the country.

Associated Book Travelers' Meeting

AUGUST H. GEHRS, President of the Associated Book Travelers, presided at their fall luncheon held at the Fraternity Clubs on Saturday, October 31st.

Frazier Hunt, newspaper correspondent, magazine editor and author of "Sycamore Bend" (Burke) was the speaker of the day. Mr. Hunt spoke of his ten years' work abroad and the great opportunity this country affords in material for books and art as he now finds it after this time. He asked that America draw on her own resources instead of adopting things European.

Arthur Guiterman, author of "The Laughing Muse" (Harper) and other books of verse read from his books.

The members were honored with the presence of John Havendon, President of the Brotherhood of Commercial Travelers, who spoke for the older organization.

Mr. Gehrs pointed out the importance of a number of articles in the constitution which were drawn up to give the members complete control of the organization. Copies of the Constitution bound in limp red leather, and containing a list of the members were given as souvenirs. About 60 members attended.

\$5,000 For Adverse Criticism

RATHER unusual is the announcement that William Trufant Foster, former President of Reed College, and Waddill Catchings, former President of the Sloss-Sheffield Steel and Iron Company, have offered a prize of \$5,000 for the best adverse criticism of their new book "Profits."

The judges are Owen D. Young, Chairman of the directors of the General Electric Company; Allyn A. Young of Harvard University, President of the American Economic Association, and Wesley C. Mitchell of Columbia University. The criticism must be submitted to the Pollak Foundation of Economic Research at Newton, Mass., before January 1, 1927.

In the Book Market

A FOURTH VOLUME of the Rider Guides (Macmillan), "California," is just ready, a compact and authentic handbook of over 700 pages. Twenty-eight maps and charts supplement the text and the travel routes are given for both railroad and automobile. As in Baedeker's Guides full advantage is taken of typographical skill to make the information easy to find and to read. This series has now progressed to a point which makes it a noteworthy accomplishment in guide making and publishing. Future volumes will cover New England and Florida.

SIMULTANEOUSLY with the publication of his collected poems by Macmillan, Vachel Lindsay has arrived in New York with his bride, formerly Elizabeth Conner of Spokane. Mr. Lindsay while here will arrange for the publication of his next book of poems, "Going to the Stars" (one of his former books was "Going to the Sun").

THAT NEWSPAPER editors appreciate books as news was demonstrated by the front page space given by the New York papers on the day of publication to the late Henry Cabot Lodge's book, "The Senate and the League of Nations" published by Scribner.

JOHN DRINKWATER, the English poet, essayist, dramatist and editor of "The Outline of Literature" published by Putnam is making a lecture tour of the Southern cities.

"BEST SERMONS: 1925" edited by Joseph Fort Newton and published by Harcourt Brace has come to take its place among the volumes on the "best" bookshelf, "Best British Short Stories," "Best News Stories," "Best Poems," "Best Plays," etc. It is interesting to note the inclusion of "A Layman Looks at Religion," by Glenn Frank, late editor of *Century Magazine*, now president of the University of Michigan. Mr. Newton is pastor of the Memorial Church of St. Paul, Philadelphia, and author of several books dealing directly or indirectly with religion.

MAUDE ADAMS has gone to England to confer with Rudyard Kipling on the filming of "Kim."

An Uncorrected Galley

The Society for Pure English offers this dialog as a warning against the careless use of prepositions:

Sick Child—"I want to be read to."

Nurse—"What book do you want to be read to out of?"

Sick Child—"Robinson Crusoe."

Nurse goes out and returns with "The Swiss Family Robinson."

Sick Child—"What did you bring me that book to be read to out of for?"—*Christian College*.

Why Not Muzzle 'Em ?

We read in an exchange that "if worms attack books they should be rubbed with paraffin," but for our part we'd want somebody else to hold the worms.—*Boston Transcript*.

No More Dumb-Bells

When all the world acquires an education, how are you going to pick a jury?—*Arkansas Gazette*.

No Riding for Kids

A few days after a farmer had put his two children to school a book-agent called on him and said:

"Now that your children go to school you ought to buy them an encyclopædia."

"Buy them an encyclopædia? Hanged if I do," was his reply. "Let 'em walk, like I did."—*Farm Life*.

Swiss Cheese Literature

Can some of your readers trace for me the source of the Swiss Cheese School of Literature? I refer to the authors who perforate their compositions with dots, mental hiatuses over which the reader is expected to leap, chamois-like, from crag to crag. Current magazine poetry, for instance, looks perfectly moth-eaten.

—JACOB LEIBSON in *New York Times*.

Why Men Don't Read

While you were reading this, Henry Ford made ten dollars.—*Harvard Lampoon*.

Have You Tried This?

A BOOKSELLER in a small city which maintains a public library, the municipal appropriation for the support of which is not sufficiently large to permit many acquisitions of current fiction, has for a number of years presented to the library one copy each of such late and good fiction as the library trustees did not feel justified in purchasing because of lack of funds. He says that these gifts have helped rather than injured his business. They have brought new books to the attention of the townspeople far better than advertising would have done. Those who read the library copy are, if they like the book, apt to tell their friends about it and many of the latter prefer to purchase a copy rather than await their turn at the one volume the library possesses. Every volume which this man has presented to the library has his name inscribed in it as the donor and the institution is fast acquiring a collection of fiction far larger than is ordinarily the case in a community of its size.

Or This?

WHAT gives a letter away as a circular?" says *Direct Advertising*. "First, its general appearance. It very frequently goes on cheaper stationery than is used for regular correspondence. Why in the world a man thinks that when he writes a letter to a complete stranger who knows nothing about him or his business, he can afford to run the risk of giving a cheap impression, any more than when he writes to a customer who already knows the prestige of the firm, is more than I have ever been able to understand. The most conspicuous give-away of a form letter, of course, is bad processing of the letter, and bad filling-in of the salutation. The next most conspicuous give-away is the printed, or rubber-stamped, signature. I mention these things as of first importance rather than what is said in the letter, because if these things are badly done, the letter will go into the wastebasket without anyone ever knowing just what it said, or whether it was well written, with the right sentence first, the proper climax, and the action-bringing

close. With good stationery, good processing, good filling-in, and a pen signature, your letter salesman will at least receive attention."

Recommended Books of Sociology

THE fifth volume of the *Reading With a Purpose Series*, issued by the American Library Association, is on Sociology and Social Problems, edited by Howard W. Odum of the University of North Carolina. Professor Odum has a reputation of having one of the most progressive and enthusiastic departments of sociology in the country, and is the editor of the *Journal of Social Forces*. His list of recommended books is as follows:

"An Introduction to Sociology and Social Problems." By Walter Greenwood Beach. *Houghton*.

"Social Problems and Social Policy." Edited by James Ford. *Ginn*.

"Problems of Citizenship." By H. Baker-Crothers and Ruth A. Hudnut. *Holt*.

"The Art of Helping People Out of Trouble." By Karl DeSchweinitz. *Houghton*.

"Systems of Public Welfare." By Howard W. Odum and D. W. Willard. *University of North Carolina Press*.

"The Farmer and His Community." By Dwight Sanderson. *Harcourt*.

"The Scientific Study of Human Society." By Franklin H. Giddings. *University of North Carolina Press*.

City Licensing for the Printing Trade

THE movement on foot to license commercial printers, printing brokers and printing salesmen of New York City brings up one of the oldest of controversies, that of licensed printing which caused Milton so far back as 1644 to publish the *Areopagitica*, a pamphlet advocating unlicensed printing. The present movement has advanced to a point where a draft of the

ordinance to be introduced in the Municipal Assembly has been made and submitted to the workmen in the trade thru the Allied Printing Trades Council of New York City.

The promise that the ordinance will, in establishing police control, check counterfeiting, stop the issuance of fake whiskey withdrawal permits, city and state certificates, liquor labels, government "strip" or revenue stamps, seditious matter and obscene literature, as well as be a preventive against sweat shops, is apt to win favor without letting one stop to consider what effect government control of all printing would have on freedom of thought and the press.

Three Months for "Book-legging"

CHRISTIAN GERHARDT, bookseller, of 25 West 42nd Street, New York, was sentenced on October 26th to three months in the workhouse, having pleaded guilty to selling alleged obscene books and photographs. Agents of the Society for the Suppression of Vice arrested Gerhardt on July 19th, at his office. Agent Pratt stated to the court that Gerhardt had sent to him by mail to Bayport, L. I., a copy of a book by Frank Harris, the price being \$25. It was on this charge that the bookseller was sent to the workhouse, sentence being suspended in the matter of the photographs.

Periodical Notes

The October number is the first issue of a new magazine, *American Speech*, edited by Louise Pound, Kemp Malone and Arthur Kennedy. As its title suggests it deals with phenomena of vocabulary, current usages, speech in the schools, pronunciation, lore of place-names, studies in style, studies in local dialect, discussions of slang, special scientific and other nomenclatures, and non-English languages in North America. It is published monthly.

The Nation's annual poetry contest, in which a prize of one hundred dollars is offered, is being held this year as usual between Thanksgiving and New Year's Day.

The Little Literary Review is the title of a new publication subtitled *A Journal of Art* of which the October issue is the first. It is edited by Leroy Placet and Mary Engargiola.

The B. C. T.

THE forty-first annual business meeting of the Brotherhood of Commercial Travelers will be held at the Waldorf-Astoria on December 2nd at 8 o'clock p. m. The yearly banquet and night of joy is scheduled for Tuesday, December 29th. Mr. Hovendon, the czar of the Brotherhood, says this is "an important notice."

Personal Note

CARL W. HULL, formerly manager of the Huston-Tuttle Book Store, Rockland, Maine, has joined the staff of Kroch's International Bookstore, Chicago.

Business Notes

CARMEL, CAL.—The Seven Arts Shop has moved into its new fireproof building on a corner of the main street of the city.

DETROIT, MICH.—Doris McM. Pittman has opened a bookshop, "The Sign of the Mermaid," on East Jefferson Street.

NEW YORK CITY.—Rosen's Gift Shop has opened at 559 Fifth Ave., and will, with many other lines, carry books.

OPELIKA, ALA.—Mrs. A. R. Knight has started the Gift and Book Shop at 306 South 9th Street.

SANTA BARBARA, CAL.—The Tecolote Bookshop and Lending Library has started at 25 Paseo de la Guerra, with Edith Kelly as manager.

TRENTON, N. J.—The ownership of the Traver Book Store property at 108 S. Broad St. passed recently into the hands of Max. S. Bush, who immediately leased the building for 28 years and 6 months to Goldbergs, Inc. Plans are under way for a new store for Travers on State St.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.) T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abbott, Jane Ludlow Drake [Mrs. Frank Abbott]

Barberry Gate. 300p. il. (col. front.) D [c. '25] Phil., Lippincott \$1.75
A story for girls involving mystery and an old romance.

Allen, C. R.

The ship beautiful. 280p. D '25 N. Y., Warne \$2.50

American booktrade directory, 1925. 255p. O c. N. Y., R. R. Bowker Co. \$7.50

Including lists of American and British publishers, American and foreign booksellers, booktrade periodicals and organizations and reviewing mediums for book publishers.

Anthony, Katharine

Catherine the Great. 331p. il. O c. N. Y., Knopf bds. \$4

The portrait of a real woman, the Empress of Russia, woven into the intricate pattern of eighteenth century politics.

Bailey, Temple, i.e. Irene Temple

The holly hedge. 151p. front. (col.) O c. Phil., Penn \$2 bxd.
Five Christmas stories in a holiday edition.

Beer, Max

Social struggles and thought; tr. by H. J. Stenning. 218p. D '25 Bost., Small, Maynard \$2

The fourth volume of the author's "A General History of Socialism and Social Struggles."

Bell, Aubrey E. G., comp.

The Oxford book of Portuguese verse, 12th-20th centuries. 353p. O '25 N. Y., Oxford \$3.75; \$4.25

Beckwith, Martha Warren, ed.

Jamaica proverbs. 137p. (bibl.) O (Pub'ns of the folk-lore found., no. 6) c. Poughkeepsie, N. Y., Vassar College pap. \$1.25

Bellows, Robert P.

Country meeting houses along the Massachusetts-New Hampshire line. 23p. il. diags. Q (White pine ser. of architectural monographs, v. 11, no. 5) c. '25 N. Y., Russell F. Whitehead pap. 50 c.

Board of Engineers for Rivers and Harbors

The ports of Portland and Astoria, Oregon, and Vancouver, Washington. 247p. maps. diags. O (Port

Bliss, Howard Hamilton

Elements of applied electricity. 498p. il. diags. D c. N. Y., Holt \$1.96

Boas, Ralph Philip, and Hahn, Barbara M., eds.

Short stories for class reading. 390p. (5p. bibl.) D [c. '25] N. Y., Holt \$1.20

Bowen, Frank C.

The golden age of sail. various p. il. (col.) Q '25 N. Y., Minton, Balch \$25; lea., \$50

Branch, Mary Lydia Bolles [Mrs. John L. Branch]

The Kanter girls; with an introductory tale "My Mother's Stories" by Anna Hempstead Branch. 245p. il. D (Poets guild ser.) [c. '25] N. Y., Adelphi Co. \$2

A new edition of a popular girls' book of the 90's.

Braybrooke, Patrick

Considerations on Edmund Gosse; introd. by Gilbert Frankau. 162p. front. O [n.d.] Phil., Lippincott \$2.50

Brisco, Norris Arthur, and Wingate, John W.

Retail receiving practice. 367p. diags. O (Retailing ser.) c. N. Y., Prentice-Hall \$4
Presents the practices now used in retail stores for keeping an accurate record of merchandise.

Brown, Edmund, jr.

Marketing. 513p. (bibl. footnotes) il. O c. N. Y., Harper \$3

Analysis of the marketing problems of individual commodities with a consideration of general problems relative to the whole topic.

ser., no. 11) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. apply

The ports of Seattle, Tacoma, Bellingham, Everett, and Grays Harbor, Washington. 479p. il. maps. diags. O (Port ser., no. 7) '25 Wash., D. C., Wash., D. C., Govt. Pr. Off.; Supt. of Doc. \$1.70

Bouma, Clarence, comp.

A theological bibliography. 31p. O '25 Grand Rapids, Mich., Grand Rapids Pr. Co. apply

Brandon, Joseph

Workers party vs. socialist labor party. 32p. nar. T (Arm & hammer pamphlets, no. 8) '25 N. Y., Socialist Labor Party, 45 Rose St. pap. 5 c.

Bruno, G., pseud. [Mme. Alfred Jules Émile Fouillée]

Le tour de la France par deux enfants; ed. with notes, exercises and vocabulary by Frances B. Wilson. 409p. il. map. S [c.'25] N. Y., Amer. Bk. Co. 96 c.

Bullard, Maj-Gen. Robert Lee

Personalities and reminiscences of the war. 375p. D c. Garden City, N. Y., Doubleday \$5
The commander of the first American Division to go into the line tells of the war from the fighting side of it.

Capek, Karel

Krakatit; tr. by Lawrence Hyde. 408p. D c. N. Y., Macmillan \$2.50

Krakatit is a powerful explosive, which is stolen from its inventor, but which he recovers after many strange adventures; by the author of "R. U. R."

Carroll, E. Malcolm

Origins of the Whig party. 268p. (10p. bibl.) map D (Duke Univ. pub'ns) c. Durham, N. C., Duke Univ. Press \$2.50

Carter, Morris

Isabella Stewart Gardner and Fenway Court. 265p. il. O c. Bost., Houghton \$6
The biography of Mrs. Jack Gardner who left her famous Italian Palace in Boston as a permanent museum to house her distinguished collection of paintings.

Cave, Sydney, D.D.

The doctrine of the Person of Christ. 259p. (7p. bibl.) D '25 N. Y., Scribner \$1.75

Chesterton, Gilbert Keith

The everlasting man. 369p. O c. N. Y., Bost., Dodd, Mead \$3

An historical survey of religion, more particularly of Christianity, by a well-known Catholic writer who here reveals something of his philosophy of life and his attitude toward religion.

Childe-Pemberton, William S.

The earl bishop: the life of Frederick Hervey, Bishop of Derry, Earl of Bristol; 2 v. 664p. il. O [c.'24] N. Y., Dutton \$12 set
A biography of a picturesque political figure of the 18th century.

Chisholm, Louey, and Stedman, Amy

A staircase of stories. 530p. il. (pt. col.) O [n. d.] N. Y., Nelson \$3.50

Christie, Ella

Through Khiva to golden Samarkand. 280p. il. O '25 Phil., Lippincott \$5

Church, H. V.

Illinois: history, geography, government. 348p. il. maps. D [c.'25] N. Y., D. C. Heath \$1.16

A text-book for elementary grades.

Colson, Elizabeth

Hymn stories. 88p. front. O [c.'25] Bost., Pilgrim Press \$1.25

A year of worship programs built around the stories of twelve hymns for the junior department of the church school.

Colum, Padraic

The bright islands. 247p. il. maps. O (Tales & legends of Hawaii, v. 2) c. New Haven, Conn., Yale \$2.50

The second volume of Hawaiian folk tales told in poetic prose and published for The Hawaiian Legend and Folklore Commission: the first was "At the Gateways of the Day."

Confucius

The sayings of Confucius; tr. by Leonard A. Lyall; 2nd ed. 124p. O '25 N. Y., Longmans \$2.75

Constant de Rebecque, Henri Benjamin

Adolphe; tr. by Paul Hookham; introd. by Henry K. Marks. 173p. S (Borzoi pocket bks., no. 35) [c.'25] N. Y., Knopf \$1.25

Coupland, R.

The Quebec act; a study in statesmanship. 232p. O '25 N. Y., Oxford \$3.50

Coxon, Muriel Hine [Mrs. Sidney Coxon]

The reluctant imposter. 301p. D c. N. Y., Dodd, Mead \$2

The central figure of this novel of society life in England and on the continent, is Siriol, a girl dependent upon her wits for support.

Creswick, Paul

King Arthur: the story of the Round Table. 423p. il. (col. front.) D [c.'25] N. Y., Amer. Bk. Co. \$1.36

Cromie, William James

Gymnastics in education. 220p. (1p. bibl.) il. diags. O (Physical educ. ser.) '25 Phil., Lea & Febiger \$3.75

Curtis, Charles P., jr., and Curtis Richard C.

Hunting in Africa, east and west. 291p. il. map O c. Bost., Houghton \$5

Cutten, George Barton

Mind: its origin and goal. 226p. (7p. bibl.) O c. New Haven, Conn., Yale \$2.50
The author is president of Colgate University.

Dahl, Kai R.

The "Teddy" expedition; among the ice floes of Greenland; tr. by Grace Isabel Colbron. 305p. il. O c. N. Y., Appleton \$3

A narrative of Arctic adventure written by a member of the ill-fated "Teddy" expedition of 1923.

Dana, Charles L., M.D.

Text-book of nervous diseases; 10th ed. 724p. il. O '25 N. Y., Wm. Wood \$7

Carroll, Mitchell Benedict

New Polish law of negotiable instruments. 29p. O (Trade information bull., no. 347) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. apply

Chapman, Emmett A.
India as a market for American goods. 52p. O (Trade information bull., no. 348) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. apply

Children's friend and shepherd. no p. il. (pt. col.) Q [n. d.] N. Y., Ernst Kaufmann, 7 Spruce St. pap. 30 c.

Co-operative housing; a selected bibliography. 4p. O (Bull. of Russell Sage Found. lib., no. 73) '25 N. Y., Russell Sage Found. Lib. pap. 10 c.

Daudet, Léon

Memoirs of Léon Daudet; ed. and tr. by Arthur Kingsland Griggs. 319p. O c. N. Y., Dial Press \$5

The leading royalist politician of France here gives a picture of French intellectual circles from 1870 to the present day.

Davidson, Thomas

Education as world-building. 96p. D [c. '25] Cambridge, Mass., Harvard Univ. Press \$1.50

Dawson, William Harbutt

South Africa: people, places and problems. 459p. il. O '25 N. Y., Longmans \$6.50

A book of travel and a study of the South African Union.

Delafield, Francis, M.D., and Prudden, T. Mitchell

Pathology; 13th ed. rev. by Francis Carter Wood, M.D. 1360p. il. (pt. col.) O '25 N. Y., Wm. Wood \$10

Denis, Leon

The mystery of Joan of Arc; tr. by Arthur Conan Doyle. 233p. il. D [25] N. Y., Dutton \$2.50

A consideration of Joan of Arc's life from the psychic viewpoint.

Dickens, Charles

The personal history and experience of David Copperfield the younger; abridged by Edith Frelove Smith; il. by Harriet Savage Smith. 521p. D c. N. Y., Macmillan \$2

Duggar, John Frederic

Southern forage crops. 292p. (bibls.) il. maps D (Rural textb'k ser.) c. N. Y., Macmillan \$2

Duruy, Victor

General history of the world; rev. and continued to 1901 by Edwin A. Grosvenor; with supplemental chapters to 1925 by Mabel S. C. Smith and J. Walker McSpadden. 971p. maps (col.) D [c. '98-'25] N. Y., Crowell \$4

Ellis, Carleton, and Wells, Alfred A.

The chemical action of ultra-violet rays. 362p. il. O '25 N. Y., Chemical Catalog Co. \$5

Ellis, Salone [Mrs. Walter Henry Ellis]

The last wilderness. 356p. D [c. '25] Bost., Small, Maynard \$2

A young government ranger is hero in a tale of the American timberland.

Emerton, Ephraim

Humanism and tyranny; studies in the Italian trecento. 384p. D [c. '25] Cambridge, Mass., Harvard Univ. Press \$4

Enders, Mrs. Elizabeth Crump

Temple bells and silver sails. 349p. il. O c. N. Y., Appleton \$3

A new book of Chinese travel and impressions by the author of "Swinging Lanterns."

Erskine, John

The private life of Helen of Troy. 304p. D

[c. '25] Indianapolis, Bobbs-Merrill \$2.50

Helen, as the author paints her in this novel is modern in spirit and "apart from her divine beauty and her entire frankness, a conventional woman."

Feely, Raymond T.

Thoughts for today. 110p. T (Morning-star ser., 1) c. N. Y., Benziger Bros. bds. 50c.

Fleming, John Ambrose

Mercury-arc rectifiers and mercury-vapour lamps. 108p. il. diagrs. D '25 N. Y., Pitman \$1.75

Forbes, F. A.

The grip-fast history books, book IV: The Middle Ages and the Renaissance, Roman Britain to Elizabeth [with teacher's supplement]. 93p. (2p. bibl.) il. (col. front.) map D '25 N. Y., Longmans \$1.25

Fordham, Sir Herbert George

John Cary, engraver, map, chart and print-seller and globe-maker, 1754 to 1835. 173p. il. O '25 [N. Y., Macmillan] \$4.25

A bibliography with an introduction and biographical notes.

Forman, Henry James

The pony express; a romance; il. with scenes from the photoplay. 314p. D [c. '25] N. Y., Grosset 75c.

Foster, Harry La Tourette

A tropical tramp with the tourists. 346p. il. O c. N. Y., Dodd, Mead \$3

A humorous travelogue of a vagabond traveler's adventures as tourist-conductor on a de luxe cruise to South America.

Foster, William Trufant, and Catchings, Wad-dill

Profits. 487p. diagrs. D (Pub'ns of the Pol-lak Foundation of Economic Research, no. 8) c. Bost., Houghton \$4

Foulke, William Dudley

A random record of travel during fifty years. 241p. O '25 N. Y., Oxford \$2.50

France, Anatole, pseud. [Jacques Anatole Thibault]

Little sea dogs, and other tales of childhood; tr. by Alfred Allinson and J. Lewis May. 149p. il. (pt. col.) O [25] N. Y., Dodd, Mead \$2.50

The stories of which this volume is made up are divided into two parts: the tales of "Child Life in Town and Country," and the "Tales of Pierre and Suzanne."

Freeman, Flora Lucy

Thoughts from St. Francis of Assisi. 157p. O '25 N. Y., Benziger Bros. 80c.; lea., \$1.75

Freeman, Lewis R.

On the roof of the Rockies. 283p. il. O c. N. Y., Dodd, Mead \$5

An account of an expedition to the great Columbia Icefield of the Canadian Rockies, made by the author and Byron Harmon, noted nature-photographer, with a party of three guides and sixteen pack-horses.

Figart, David Milton

The plantation rubber industry in the middle East. 327p. il. maps. diagrs. O (Trade promotion ser., no. 2) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. apply

Dyer, Rolla Eugene

Results obtained with the Dick test before and after immunization with the toxin of the hemolytic streptococcus of scarlet fever. 13p. O '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. 5c.

Gerould, Katharine Fullerton [Mrs. Gordon Hall Gerould]

The aristocratic west. 220p. il. O c. N. Y., Harper \$3.50
 Chapters on the modern far-west—Salt Lake City, Reno, San Francisco, and the northwestern and southwestern states.

Gide, André Paul Guillaume

The Vatican swindle (Les caves du Vatican); tr. by Dorothy Bussy. 278p. D c. N. Y., Knopf \$2.50
 A novel, written just before the war, which is a strange combination of detective fiction and social satire.

Gordy, Wilbur Fisk

Elementary history of the United States. 392p. il. maps (pt. col.) D [c. '09-'25] N. Y., Scribner \$1.12
 For use in the fifth and sixth grades.

Hawkins, Charles Caesar

The dynamo; its theory, design and manufacture; v. III; 6th ed. rev. 590p. (bibl. footnotes) diags. O '25 N. Y., Pitman \$8.50

Hendrick, Burton Jesse

The life and letters of Walter H. Page, v. III. 447p. il. O c. N. Y., Doubleday buck. \$5
 A sort of sequel to the original two volumes published in 1922. It contains Page's letters to Woodrow Wilson covering a period from 1897 to 1918.

Herold, Don

Bigger and better; il. by the author. 221p. D [c. '25] N. Y., Dutton bds. \$2
 A gay book discussing sundry subjects from waffles and tea-rooms to ten-cent stores and traffic cops.

Hicks, Frederick Charles, ed.

Famous American jury speeches; addresses before juries and fact-finding tribunals. 1188p. O c. St. Paul, Minn., West Pub. Co. fab. \$5
 Twenty-four speeches, made in widely separated parts of the United States from 1884 to 1924, arranged chronologically.

Hielscher, Kurt

Picturesque Italy, architecture and landscape [photographs]. 319p. il. map F (Orbis terrarum ser.) ['25] N. Y., Brentano's \$7.50

Holland, Clive

Flanders and Hainault. 146p. il. O (The picture guides) '25 Bost., Medici Society \$2.50
 The descriptions of Bruges, Brussels, Ghent, Ypres, Mons and other famous places are accompanied by numerous photogravure illustrations.

Graebner, Theodore Conrad, ed.

Come hither, ye faithful; stories for boys and girls. 128p. front. D [n. d.] N. Y., Ernst Kauffmann, 7 Spruce St. bds. 50 c.
 Hail to the king! stories for the Christmas season. 96p. il. (col.) S [n. d.] N. Y., Ernst Kauffmann, 7 Spruce St. bds. 30 c.
 Life-stories from the book of life; stories of the childhood and youth of Bible characters. 63p. il. O [n. d.] N. Y., Ernst Kauffmann, 7 Spruce St. bds. 30 c.

Griffiths, Thomas Houston Daw

Eight weeks' quinine treatment for malaria; a report of results as observed in a community with a high malaria incidence, in Dale Co., Ala. 10p. maps. diags. O '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. 5 c.

Hammatt, Theodore D.

Seasonal aspects of wheat exporting. 13p. O (Trade information bull., no. 350) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. apply

Hudson, Jay William

The eternal circle. 315p. D c. N. Y., Appleton \$2
 A novel which tells the love stories of two men and two women.

Hutchinson, Robert, M.D., and Sherren, James, eds.

Index of treatment; 9th ed. 1050p. il. O '25 N. Y., Wm. Wood \$12

Hyde, Grant Milnor

Newspaper editing; a manual for editors, copyreaders, and students of newspaper desk work; 2nd ed., with class exercises. 420p. (6p. bibl.) D '25 c. '15, '25 N. Y., Appleton \$2.75

Jordan, David Starr, and Cather, Katherine Dunlap

High lights of geography. 321p. il. maps (pt. col.) D c. Yonkers, N. Y., World Bk. Co. \$1.44

Kane, John Francis, ed.

Picturesque America, its parks and playgrounds. 521p. (9p. bibl.) il. (pt. col.) maps Q c. N. Y., Resorts and Playgrounds of America, 51 E. 42nd St. buck. \$15
 Articles and pictures which express the appeal of outdoor America.

Kemp, Eleanor Crosby

Bible stories retold for children. 89p. il. (col. front.) Q c. N. Y., Adelphi Co. \$2.50

Kent, Charles Foster

The growth and contents of the Old Testament. 302p. (bibl. footnotes) O c. N. Y., Scribner \$2.75
 The literature of the Old Testament as an outgrowth of its historical background.

Kent, W. W.

The life and work of Baldassare Peruzzi, architect, painter, engineer. 130p. il. O '25 N. Y., Architectural Bk. Pub. Co. \$7.50 bxd.

Kirby, Richard Shelton

The fundamentals of mechanical drawing; 2nd ed. rev. 103p. diags. O '25 N. Y., Wiley \$2

Krapp, George Philip

The English language in America; 2 v. 392p.; 360p. (11p. bibl.) O c. N. Y., Century \$10

An historical and comparative study of American English published for the Modern Language Association of America.

Hart, Isabelle K.

The geography course of study and teachers' manual for the training school of Oswego State Normal School. 125p. (bibls.) O [c. '25] Oswego, N. Y., Author, 155 E. 3rd St. pap. apply

Hear those happy voices; a collection of stories and poems gathered for youthful readers by Uncle Timothy. 64p. il. D [n. d.] N. Y., Ernst Kauffmann, 7 Spruce St. bds. 30 c.

Heinz book of salads, The. 95p. il. (col.) S [c. '25] Pittsburgh, Pa., H. J. Heinz Co. pap. apply

Hoxie, Evelyn

Seven dialogues for adults. 75p. D (Baker's ed. of plays) c. Bost., W. H. Baker pap. 40 c.

Kany, Charles Emil, ed.

Ocho sainetes inéditos de Don Ramón de la Cruz. 210p. O (Univ. of Cal. pub'n in modern philology, v. 13, no. 1) ['25] Berkeley, Cal., Univ. of Cal. Press pap. \$2

Kaye, G. W. C., and Laby, T. H.

Four-figure mathematical tables. 32p. O '25 N. Y., Longmans pap. 40 c.

Leonard, William Ellery Channing

Two lives; a poem. 109p. D '25 c. '22, '25
N. Y., Huebsch buck. \$2
There are a few changes in this edition from that
privately printed in 1922.

Lester, John Ashby, ed.

Readings in science. 189p. (1p. bibl.) D
(Riverside literature ser.) [c. '25] Bost.,
Houghton 56 c.

Levene, Phoebus Aaron Theodore

Hexosamines and mucoproteins. 173p.
diags. O (Monographs on biochemistry) '25
N. Y., Longmans \$3.75

Lewis, J. Sydney

Old glass and how to collect it. 266p. il.
(col. front.) O '25 N. Y., Dodd, Mead \$5
With a list of the latest important pieces sold from
well-known collections.

Lipsky, Abram

Man the puppet; the art of controlling
minds. 275p. (13p. bibl.) D c. N. Y., Frank-
Maurice \$2.50
A popular exposition of the technique of controlling
the minds of other men and women.

Lutz, Grace Livingston Hill [Mrs. Flavius J. Lutz]

Ariel Custer. 336p. D '25 c. '22-'25 Phil.,
Lippincott \$2
A love story which involves a strange mystery.

Macaulay, Thomas Babington

Selections from Macaulay's prose; ed. by
Elizabeth Jackson. 271p. S (College lib.) c.
N. Y., Harper bds. \$1

McClung, Mrs. Nellie Letitia Mooney

Painted fires. 316p. D c. N. Y., Dodd,
Mead \$2
The story of a Finnish girl's pursuit of happiness
in Canada.

McFadden, Effie B.

McFadden English series; bks. 1, 2, 3. vari-
ous p. il. (col. fronts.) D [c. '24, '25] Chic.,
Rand, McNally 80 c.; 90 c.; \$1.10
Books 1 and 2 are on language and composition and
book 3 on grammar and composition.

McGovern, Milton

The twilight rendezvous. 255p. front. D [c.
'25] Buffalo, N. Y., Buffalo Catholic Pub'n
Co. \$1.75
The heroine has to choose between the cloister and
marriage.

Mackenzie, D. R.

The spirit ridden Konde. 318p. il. O '25
Phil., Lippincott \$5
Describing the customs and life of a tribe of African
savages living at the north end of Lake Nyasa.

Mackworth, John D.

Broadcast. 285p. D '25 N. Y., Longmans \$2
A novel of adventure in Bolshevik Russia.

Major, Charles [Edwin Caskoden, pseud.]

The bears of Blue River. 283p. il. D (Mac-
millan children's classics) '25 c. '00, '01 N. Y.,
Macmillan \$1.75

Malevinsky, Moses L.

The science of playwriting; introd. by Owen
Davis. 367p. diagr. O [c. '25] N. Y., Bren-
tano's \$5
The book answers the question, "What is a play?"
with a legalistic and scientific formula.

Marshall, Archibald

Joan and Nancy. 207p. il. O '25 c. '11-'25
N. Y., Dodd, Mead \$1.50
These episodes taken from four of the author's books
about the Clinton family, form a delightful story for
girls.

Mason, Alpheus T.

Organized labor and the law; with special
reference to the Sherman and Clayton acts.
275p. (3p. bibl.) D (Duke Univ. pub'ns) c.
Durham, N. C., Duke Univ. Press \$2.50

Mathews, Albert

Physiological chemistry; 4th ed. 1168p. il.
O '25 N. Y., Wm. Wood \$6.50

Maud, Bp. John Primatt

Applied religion; introd. by Rev. H. R. L.
Sheppard. 111p. D '25 N. Y., Longmans \$1.25

Maupassant, Henri René Albert Guy de

The olive orchard, and other stories. 254p.
D (Collected novels and stories of Guy de
Maupassant) c. N. Y., Knopf \$2

Maxey, Chester Collins

The problem of government, with special
reference to American institutions and condi-
tions. 514p. (bibls.) diags. O c. N. Y.,
Knopf \$3.50

The essentials of political science.

Maxwell, William Babington

Life, a study of self. 269p. O c. Garden
City, N. Y., Doubleday \$2
An English novelist sets down some thoughts on
life and living.

Meigs, Cornelia Lynde

Rain on the roof. 308p. il. D c. N. Y.,
Macmillan \$1.75
How a wonderful attic brought great stories of the
beginnings of our country to some boys and girls.

Mencken, Henry Louis, ed.

Americana, 1925. 321p. O c. N. Y., Knopf
\$2.50
Material from the department "Americana" in *The
American Mercury*.

Maury, Anne Fontaine

May Day in Canterbury; a Chaucerian festival.
69p. (2p. bibl.) D c. Bost., W. H. Baker pap. 50 c.
Merchants' Association of New York, The; year
book, 1925. 361p. il. O '25 N. Y., Merchants' Assn.,
233 B'way pap. apply

Merritt, Walter Gordon

History of the League for Industrial Rights. 132p.

(bibl. footnotes) S '25 N. Y., League for Industrial
Rights, 165 B'way. pap. gratis

Meyer, Henry H., and Nesbit, William M.

The lesson handbook; a concise commentary on the
international improved uniform lessons for the year
1926. 128p. map. nar. T [c. '25] N. Y., Methodist Bk.
Concern 35 c.
Movies' five qualifications; the types in demand. 53p.
il. S c. '25 Hollywood, Cal., Universal Pub. Co.
pap. apply

Merrifield, Fred

Modern religious verse and prose; an anthology. 485p. O c. N. Y., Scribner \$3.50

The editor is assistant professor of New Testament history and interpretation in the University of Chicago.

Merrill, Robert Valentine

The platonism of Joachim du Bellay. 150p. O [c.'25] Chic., Univ. of Chic. Press \$1.50

Miller, W. C.

Better correspondence. 278p. D [c.'25] El Paso, Tex., Miller Pub. Co. \$3

A book on business letters.

Milne, Alan Alexander

When we were very young; holiday ed. 100p. il. O [25 c.'24] N. Y., Dutton bds. \$3 bxd.

With a portrait of Christopher Robin, the author's young son, who is largely responsible for the verses being written.

Moffatt, James E.

Thy kingdom come; series III, chancel chats. 58p. front. T c. N. Y., Benziger Bros. 30 c.

Nevinson, Henry Woodd

More changes, more chances. 443p. (bibl. footnotes) il. O [n. d.] N. Y., Harcourt \$5

A continuation of the first volume of Nevinson's autobiography, "Changes and Chances," which ended with the Boer War; this volume covers the period from then until the eve of the Great War.

O'Brien, Edward Joseph Harrington [Arthur Middleton, pseud.], and Cournos, John

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O'Neill, Felix

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Joan of Arc, maid of France; 2 v. 381p.; 389p. (bibl.) il. (col. front.) maps O c. N. Y., Macmillan \$10.50 bxd.

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Proceedings of the seventh national country life conference, Columbus, Ohio, 1924, published for the American Country Life Ass'n, 1849 Grand Central Terminal Bldg., N. Y. C.

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Glories of the Carolina coast. 133p. il. (col. front.) D c. Columbia, S. C., R. L. Bryan Co. bds. \$2

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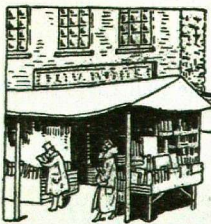
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- Readings in science. Lester, J. A. 56c.
Houghton
- Reality in worship. Sperry, W. L. \$2.50
Macmillan
- Religion in country life. \$2
Univ. of Chic. Press

- Reluctant imposter, The. Coxon, M. H. \$2
Dodd, Mead
- Retail receiving practice. Brisco, N. A. \$4
Prentice-Hall
- Richardson (James Nicholson) of Bassbrook.
Smith, C. F. \$4.50 *Longmans*
- Roll call of honor, The. Quiller-Couch, A. T.
\$2 *Nelson*
- Science of playwriting, The. Malevinsky, M.
L. \$5 *Brentano's*
- Scriptural evangelism. Rockey, C. J. \$1.25
United Lutheran Pub'n House
- Secret of Tarbury Tor, The. Vickers, G. C.
\$1.25 *Appleton*
- Selections from Macaulay's prose. \$1 *Harper*
- Ship beautiful, The. Allen, C. R. \$2.50
Warne
- Short plays. Webber, J. P. \$1.20 *Houghton*
- Short stories for class reading. Boas, R. P.
\$1.20 *Holt*
- Slavonic nations of yesterday and today.
Stanoyevich, M. S. \$2.40 *H. W. Wilson*
- Snowden's Sunday school lessons; 1926. \$1.25
Macmillan
- Social struggles and thought. Beer, M. \$2
Small, Maynard
- Songs from the hills. O'Neill, F. \$1.50; \$2.50
Schilling Press
- Songs of Sappho, The. \$20 *Maxwellton Co.*
- South Africa. Dawson, W. H. \$6.50
Longmans
- Southern forage crops. Duggar, J. F. \$2
Macmillan
- Spirit ridden Konde, The. Mackenzie, D. R.
\$5 *Lippincott*
- Staircase of stories, A. Chisholm, L. \$3.50
Nelson
- Statistical work of the national government,
The. Schmeckebier, L. F. \$5
Johns Hopkins Press
- Sweet times. Young, S. \$2 *Holt*
- Swiss family Robinson, The. Wyss, J. D.
\$1.75 *Macmillan*
- "Teddy" expedition, The. Dahl, K. R. \$3
Appleton
- Temple bells and silver sails. Enders, E. C.
\$3 *Appleton*
- Thorndike series of junior high school mathe-
matics, The; bks. 1 and 2. 80c., ea.
Rand, McNally
- Thoughts for today. Feely, R. T. 50 c.
Benziger Bros.
- Thoughts from St. Francis of Assisi. Free-
man, F. L. 80c.; \$1.75 *Benziger Bros.*
- Through Khiva to golden Samarkand. Chris-
tie, E. \$5 *Lippincott*
- Thy kingdom come. Moffatt, J. E. 30c.
Benziger Bros.
- Tour de la France par deux enfants, Le.
Bruno, G. 96c. *Amer. Bk. Co.*
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H. L. \$3 *Dodd, Mead*
- Twelve tales for children. \$1.25 *Appleton*
- Twilight rendezvous, The. McGovern, M.
\$1.75 *Catholic Pub'n Co.*
- Two lives. Leonard, W. \$2 *Huesch*
- Unified kindergarten and first-grade teaching.
Parker, S. C. \$2.20 *Ginn*
- Uzz, Fuzz and Buzz. Taylor, T. \$1.25
Appleton
- Vatican swindle, The. Gide, A. \$2.50 *Knopf*
- When we were very young. Milne, A. A. \$3
Dutton
- Wiggin (Kate Douglas) as her sister knew
her. Smith, N. A. \$4 *Houghton*
- You can learn to teach. Slattery, M. \$1.35
Pilgrim Press



Old and Rare Books

Edited by Frederick M. Hopkins



LEWIS P. CURTIS, Yale University, New Haven, Conn., writes that he is preparing a critical edition of the letters of Laurence Sterne and will be grateful for information concerning the whereabouts of Sterne autograph letters.

THE library of the City of Frankfort has come into the possession of a hitherto unknown and forgotten manuscript of the eighteenth century with this superscription, "Entr'actes and choruses to Lanassa, by

Kappelmeister Mozart." Investigation has proved that this score is substantially the same as Mozart's incidental music to "Thamos, King of Egypt," which was produced by Johann Bohm at Salzburg in 1780.

BOOOTH TARKINGTON recently succeeded in finding a copy of a book for which he has been searching for several years. It is "Tarkington's Pylgrymage," the diary of Sir Richard Tarkington, pub-

lished in 1517, and said to be the oldest diary of travel in the English language. Sir Richard was a priest, but evidently no ascetic, for he took pains to note in his diary the places where he found "fayer women" and "good wine."

THE Newspaper Club, 130 West Forty-second Street, will celebrate the 200th anniversary of the publication of *The New York Gazette*, November 8, 1725, by a dinner and speeches next Sunday evening. Memorial services for William Bradford, founder of the *Gazette*, will be held before the dinner at Trinity Church, where he was for many years a vestryman, and Rabbi Stephen S. Wise and ministers of many denominations have announced that they will preach sermons on Bradford and his influence. Typographical Union No. 6 will decorate Bradford's grave in Trinity Churchyard. A message from President Coolidge will be read at the dinner.

AN important sale comprising illuminated manuscripts, printed books, autograph letters and historical documents including a magnificent series of illuminated miniatures and initials removed from manuscripts of the highest quality, forming part of the collection of the late John, Lord Northwick, with many other consignments, will be sold at Sotheby's in London, November 16 and 17. The rarer lots include sixteenth century tracts, a fine binding by Clovis Eve, books printed at modern private presses, works with colored plates, French illustrated books of the eighteenth century, autograph letters from the Duncan Ferguson collection including fifteen letters and poems in the handwriting of Robert Burns, important letters of Walter Scott, a fine series by Lord Nelson, together with letters by Washington, Franklin, Elizabeth Barrett Browning and others.

YALE University Library now holds first place in the possession of material of and relating to James Fenimore Cooper, the novelist, who was a member of the Yale class of 1806. The gift was made by the author's grandson, James Fenimore Cooper of Cooperstown, N. Y., and comprises a valuable collection of letters and documents from 1800 to 1850. Included with letters

and documents are the manuscripts of the "Leatherstocking Tales" and other novels, the three surviving diaries, about 300 letters to members of his family, and much unpublished intimate correspondence. There are several hundred letters written to Cooper by distinguished men, among them Samuel Morse, William Dunlap, Charles Wilkes, Washington Irving, Lafayette and Sir Walter Scott. Yale already owned nearly 150 volumes of the first editions of Cooper's works, books relating to him, and some interesting relics. To house the Cooper collection appropriately the Yale Corporation is providing a special Cooper room in the new Sterling Memorial Library.

THE recent death of James Baldwin of South Orange, N. J., attracted comparatively little public attention, yet he was one of the most widely read authors this country has produced. The fifty-four volumes issued since 1882 with his name on the title-page have had an aggregate sale of more than 26,000,000 copies. Baldwin was not a novelist but a compiler of books largely of an educational character. Born in Indiana in 1841, he was mainly self-educated. In 1884 he became a publisher's adviser on educational books, and later editor of school books for the American Book Company. His own works included a biography of Lincoln, various American histories, anthologies of verse and prose, three school speakers, and three series of school readers, making twenty-one volumes of readers alone. But he had great success with such books as "Fifty Famous Stories Retold," "The Story of Siegfried," and "The Story of Roland," which retell the old tales. He published his autobiography, "In My Youth," under the name Robert Dudley, later acknowledging it.

MR. SMITH, who is writing a series of articles under the title "Arrows of the Air," for *The International Book Review*, discusses "Association Books" in the last issue. Mr. Smith, after paying a tribute to association books from a collector's point of view, says: "A friend of mine once owned Thackeray's copy of the life of Casanova, authenticated by the signature of the author of 'Barry Lyndon' and enriched by annotations which revealed—

what indeed had been obvious enough—that more than one characteristic of the Irish adventurer of fiction had been borrowed from the Italian adventurer of fact. This was also a precious possession; but, alas! my friend lent it to a friend of his—and it was mislaid somehow and somewhere, lost, strayed or stolen. If it shall ever turn up in the auction room, there will be keen competition for it—far keener than that which will mark the passing from hand to hand of an item I noted in a New York catalog not long after the sale of Joseph Conrad's library. It was a presentation copy of Mr. Arthur Symons's 'Figures of Several Centuries,' which was dedicated to Conrad and inscribed to him by Mr. Symons. It was priced at \$100."

A NEW periodical, *The Americana Collector*, a monthly devoted to Americana-lore and bibliography, commencing with October, comes from Charles F. Heartman, Metuchen, N. J. It measures 8 by 11 inches, and is well printed on coated paper, with numerous illustrations. The leading article is devoted to the subject "Americana," and is apparently written by the editor, Mr. Heartman. This is followed by an illustrated article on "Isaih Thomas," the first of a series on "Famous American Printers," by Henry Lewis Bullen; "Eulogy of Inspector-General Coste," annotated by Earle Gregg Swem; "An Historical Ballad of the Proceedings at Philadelphia May 24th and 25th, 1779," "The New England Primer, Newly Discovered Issues," "Joseph F. Sabin," the first of a series of sketches of "Famous American Booksellers, Past and Present;" and "Contributions Towards a Bibliography of Richard Le Gallienne," first editions arranged chronologically, by R. J. C. Lingel. In a department "Comments and Arguments," the editor discusses a variety of topics. This is an excellent first number, and collectors, especially of Americana, will wish Mr. Heartman success in his new venture.

Auction Calendar

Wednesday morning, November 11th, at 10:30. Desirable books, prints for extra-illustration and autographs, silhouettes of 1840 sets, rare items, children's books, sport, genealogy, etc. (No. 380.) The Walpole Galleries, 12 West 48th St., New York City.

Catalogs Received

- Americana and miscellaneous books.** (No. 48; items 590.) A. J. Huston, 92 Exchange St., Portland, Me.
- Autographs.** (No. 7760; Items 142.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.
- Books of English literature, chiefly of authors of the nineteenth and twentieth centuries.** (No. 11; Items 501.) Edgar H. Wells & Co, 41a East 47th St., New York City.
- Books relating to the Indian Empire and Afghanistan, Burma, Ceylon, Persia, and Tibet.** (No. 473; Items 762.) Francis Edwards, 83a High St., London, W. 1, England.
- English literature, first editions of modern books, etc.** (No. 109; Items 507.) Walter M. Hill, 22 East Washington St., Chicago, Ill.
- Fine and applied arts and collecting.** (No. 17.) W. & G. Foyle, Ltd., 121 Charing Cross Road, London, W. C. 2, England.
- First editions, out-of-the-way books, including Americana, curiosa, etc.** (No. 19; Items 329.) Meredith Janvier, 14 West Hamilton St., Baltimore, Md.
- Gardening books, botanical and horticultural works.** (No. 132; Items 1150.) Dulau & Co., Ltd., 34 Margaret St., London, W. 1, England.
- Massachusetts history.** (No. 962; Items 721.) C. F. Libbie & Co., 3 Hamilton Place, Boston, Mass.
- Mensuel de livres d'occasion anciens et modernes.** (No. 122.) Dorbon-Aine, 19 Boulevard Haussmann, Paris 9, France.
- Rare books on astronomy, chemistry, engineering, mathematics and physics.** (No. 394; Items 612.) Bernard Quaritch, Ltd., 11 Grafton St., London, W. 1, England.
- Serials and books relating chiefly to insects.** (No. 21.) John D. Sherman, Jr., 132 Primrose Ave., Mt. Vernon, N. Y.
- Theology from many sources, including the libraries of two London clergymen.** (No. 582; Items 1560.) Charles Higham & Son, 13 Charterhouse St., London E. C. 1, England.
- Autographs.** (No. 4770; Items 316.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.
- Fine and applied arts and collecting.** (Catalog of Dept. 17.) W. & G. Foyle, Ltd., 121 Charing Cross Road, London, W. C. 2, England.
- First editions of English and American authors, books about books, etc.** (No. 42; Items 259.) Dawson's Bookshop, 627 South Grand Ave., Los Angeles, Cal.
- Fine, rare and antiquarian books.** Paul Elder & Co., 239 Post St., San Francisco, Cal.
- Monuments of printing, books produced by the earliest presses in Europe during the 15th and 16th centuries comprising choice examples of early illustrated books.** (Items 90.) Heinrich Tiedemann, Unter Den Linden 12, Berlin W. 8, Germany.
- Oriental books.** Luzac's Oriental List and Book Review, 46, Great Russell St., W. C. 1, London, England.
- Rare books, first editions, etc.** (Items 397.) Ye Bibliophile, 166 Brookside Ave., Mt. Vernon, N. Y.
- Rare books, including the folio edition of Audubon's "Birds," Lowell's "Commemoration Ode" and Poe's "Tamerlane," 1827.** (No. 160; Items 866.) Goodspeed's, 9a Ashburton Place, Boston, Mass.
- Second-hand books, ancient and modern.** (No. 48; Items 1035.) The Burnham Antique Book Store, 54 Cornhill, Boston, Mass.
- First editions of modern authors.** (No. 7; Items 158.) Gilbert H. Fabes, 151 Woolstone Road, London, S. E. 23, England.
- Klassische philologie archäologie.** (No. 553; Items 1600.) Karl W. Hiersemann, Königstrasse 29, Leipzig, Germany.
- Books relating to early American history, travel and exploration.** (Items 481.) The Jefferson Bookshop, 353 Law Building, Norfolk, Va.
- New and second-hand educational books.** Missouri Store Co., Columbia, Mo.
- Rare, fine and curious books in all departments of literature.** (No. 37; Items 223.) Guy Stonestreet, 507 Fifth Ave., New York City.
- Travel and topography (Part 2 of Dept. 16)** W. & G. Foyle, Ltd., 121 Charing Cross Road, London, W.C.2, England.

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The Weekly Book Exchange

Books Wanted and Books For Sale

Under these headings subscribers are charged 15c a line (no charge for address); non-subscribers 20c a line, address extra. Bills for this service, will be rendered monthly.

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. To insure prompt replies each title should begin on a separate line. Grouped titles in a solid paragraph, excepting those by one author, not allowed. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

BOOKS WANTED

Wm. Abbott, Tarrytown, N. Y.

Art World, June, Aug., Sept., Dec., 1917; Jan., Feb., 1918.

Adair's Bookstores, Denver, Colo.

Might Is Right.

Aladdin Bk. Shop, 205 Trumbull St., Hartford, Conn.
 Review Copies Latest Fiction.

The Alcove, 1440 Massachusetts Ave., Cambridge, Mass.

Walpole's Fortitude.

Alcove Bk. Shop, 916 B'way, San Diego, Cal.

Savary, Sup. to Hist. of Annapolis Royal.
 Eddy, Christian Science books, not scarce.

Amer. Bapt. Pub. Socy., 125 N. Wabash Ave., Chicago
 Gloag on Acts.

Amer. Bapt. Pub. Socy., 1107 McGee St., Kansas City, Mo.

Ridpath's History of the World.

W. H. Andre, 607 Kittredge Bldg., Denver, Colo.
 Twenty-nine vol., cloth, Handy Vol. Britannica.

The Argus Bk. Shop, 434 S. Wabash Ave., Chicago
 Bill Nye and the Boomerang.
 Journeys to the Musical Lands of the Past.
 Love Slave, George Ohnet.

A. S. Arnold, Metuchen, N. J.

Books on Ancient Egypt, Hieroglyphs, Arts, etc.

Aurand's Bk. Store, 925 N. 3rd St., Harrisburg, Pa.

Any Penna. County History or Atlas.

Any book on the Molly Maguires.

Any book on Simon Girty.

Any books by Col. H. W. Shoemaker.

Any Penna. German (Dutch) books.

American Trotting Register, vol. 16 only.

Draper's King's Mountain and Its Heroes.

Egle's Genealogies and Notes and Queries.

Gregg's Commerce of the Prairies, 2 vols.

Hazard's Weekly Register, vol. 9, or set.

Jones' History of the Juniata Valley.

McKnight's Western Border.

Aurand's—Continued

Meginness' Otzinachson.

Wallace's Year Book, (Horses), vol. 1.

Wickersham's History of Education in Penna.

B. B., care Publisher's Weekly

Grenfell, On Immortality; Man's Faith.

Bachmeier & Co., 438 W. 37th St., New York

One or more copies, Dyes and Dyeing, Pellew.

Baird & Crips, Lebanon, Tennessee

Sets, Parsons On Contracts, vols. 1, 2, 3, 6th to 9th eds.

R. J. Baker, 112 W. Adams St., Chicago

All B. R. Tucker publications, copies Liberty, any pamphlets, Spooner Letter to Cleveland, etc.

Wm. Ballantyne & Sons, 1409 F St., N.W., Wash., D. C.

World Almanac, 1925.

Traill, Coleridge, Eng. Men of Letters, Harper ed.

Leones, Syllabus of International Law.

Ohanian, Dancer of Shamakha, 2 copies.

Barr Bk. Shop, 24 W. Orange St., Lancaster, Pa.

Untrodden Fields of Anthropology, Dr. Jacobus X.

The Antiquarian, 1st 6 nos.

Hilton, Scale or Ladder of Perfection.

Oberman, Manufacture of Iron.

Isis Unveiled.

Secret Doctrine.

N. J. Bartlett & Co., 37 Cornhill, Boston

Welch, History of the Boehm Flute.

Noah Brooks, Tales of the Maine Coast.

Count Rumford Works.

Beach's B'kshop, 418 N. Meridian St., Indianapolis

Sherwood Anderson, 1st eds.

Darkness and Dawn, Geo. A. England.

Infalible Godahl, F. J. Anderson.

Beecher, Kymer & Patterson, Kalamazoo, Mich.

Bauer, Max, Precious Stones, Spencer trans., Lipp.

Church, A. H., Precious Stones.

Claremont, Leopold, Precious Stones.

Feuchtwanger, L., Popular Treatise on Gems.

Jones, W., Precious Stones, Hist. & Mist.

Northrup, H. D., Beautiful Gems.

Rothschild, M. D., Handbook of Prec. Stones.

Streeter, E. W., Prec. Stones & Gems.

BOOKS WANTED—Continued

Beecher, Kymer & Patterson—Continued

Westropp, G. F., Manual of Prec. Stones.
Shupton, Prec. Gems.
Hale, We Discover the Old Dominion.
Dugmore, Romance of the Caribou.
C. P. Bensinger Cable Code Book Co., 19 Whitehall St., New York.

Schofield's General Telegraph A B C 5th Improved.
Peterson, Banking Sample's Code.
Western Union, Lieber 5-Letter Codes.
Any American-Foreign Language Code.

The Best Cellar, 1623 H St., Washington, D. C.

Anything by Ezra Pound, except Lustra, Instigations, Pavannes and Divisions.

W. Beyer, 259 Fifth Ave., New York

Emerson, Grimm Correspondence.
Villard, Some Newspapers, etc.
Jewish Encyclopedia, buckram binding.
Nitti, Decadence of Europe.
The Woolley Horse, Col. Alex. S. Bacon.

A. F. Bird, 22 Bedford St., London, W.C.2, England
Scott, Treatise on the Theory of Determinants, 1880.
Poems of S. H. Whitman, with portrait, 1879.

Bobbs-Merrill Co., Indianapolis, Ind.

Songs o' Cheer, Riley, Greenfield ed., in sage green.
The Bookseller, 208 King Ave., Columbus, Ohio
American Journal of Roentgenology, vols. 1, 2, 3, 4.
Toldt's Atlas of Anatomy, Rebman, vol. 1 only.

The Book Shelf, 15 Garfield Pl., Cincinnati, O.
Travels in England, Le Galliene, Lane.
Canterbury, W. Teignmouth Shore & Gardner, A. & C. Black, Series of 1907.
Valley of the Squinting Windows, B. Macnamara, Brentano.
The Clanking of the Chains, B. Macnamara, Brentano.

The Booke Shop, 4 Market Sq., Providence, R. I.
Clipper Ship Era, 1st ed., Lauriat.

Chas. L. Bowman & Co., 118 E. 25th St., New York
Thrall of Lief the Lucky.
Standard High School Catalog.

Brandt & Brandt, 101 Park Ave., New York

The Riverman; The Leopard Woman, Stewart Edward White.

Brentano's, 218 S. Wabash Ave., Chicago

Paul of Tarsus, Bird, Scribner.
Journal of Conversation with Lord Byron, Lady Blessington.
Corner Stone of Philippine Independence, Harrison.
Myths of Mexico and Peru, Spencer.
John the Unafraid, Anon.
The Good Girl, Sullivan.
John Marmaduke, S. H. Church.
Introduction to History Life Ins., Jack.
Contempt of Court, Rapalje.
Bits of Life, Brentano.
Death Valley in '49, Manly.
Early History of Provo, Utah, Jansen.
Battle of Atlanta, Dodge.
Building U. P. Ry., Sabin.
Ab-Sa-Ra-Ka, Carrington.
Old Santa Fe Trail, Inman.
Salt Lake Trail.
Discovery of Yellowstone Park, Langford.
15 Years Among Mormons, Mary Smith.
History of Utah, 4 vols., 1892, Whitney.
Correspondence and Journals, Oregon Hist. Soc.
Report of the Exploration of Yellowstone River, Ex. Doc. 77.
Spiritual Adventures, Symonds, Dutton.
For the Major; Horace Chase; East Angels, 3; Front Yard and Other Stories; With Garlands Green; Geo. Eliot and Her Heroines, 2; Jupiter Lights; Rodman the Keeper; Castle Nowhere; Dorothy and Other Italian Stories, all by Woolson.
Divine Comedy, trans. Parsons, introd. Norton, H. M. & C.

Brentano's, Chicago—Continued

Life and Works Dante, Hegan.
History of Pike Co, Ill., Chicago, 1880.

Brentano's, 1 W. 47th St., New York

Rice, Carillons of Belgium and Holland.
Cook, John Esten, Surrey of Eagle's Nest; Mahon.
Jewish Encyclopedia, 12 vols.
Spielman, I. M., Kate Greenaway, regular ed.
Wise, John S., Diomed, 1897.

The Brick Row Book Shop, 30 Broad St., New York

Charnwood, Lincoln, 1st ed.
Eddy, Science and Health, 1st ed.
Moore, John T., Songs and Stories from Tennessee, any ed.
Strang, Guide to Collectors, any ed.
de Monvel, Boutet, St. Francis Assisi, 1st ed.; Song Book, French, 2 vols., illus., 1st ed.
George Moore, The Lake, 1st ed., only fine copy.
Carlyle, Hero Worship, any good type and paper ed.

The Brick Row Book Shop, 19 E. 47th St., New York

Captain Voss, Venturesome Voyages, pub. Yokahoma in English.
Roosevelt, Winning of the West, vols. 3 and 4, 1st eds.

Boyd, Drums, 1st ed. with dust wrapper.
Porter, Fall River Tragedy.
Gertrude Stein, any titles.
Ridgeway, Nomenclature of Color.
Donn Byrne, any 1sts.
Crane, Wounds in the Rain, 1st ed. War Stories of a Staff Correspondent, Chicago Record, 1898.
Courtney, Rosemary's Letter Book.

Any Lowell, any 1st eds.
Dr. Cain's 16th Century English Dogge.
Count de Rumford, Essays, Political Economical, & Philosophical, Boston, 1798.

Browning's Works, vol. 8 only of an ed. of 17 vols., pub. Smith Elder, 1888.

Thackeray, Works, part 2 of the Virginian, vol. 16 of a set of 23 vols., pub. Houghton Mifflin, 1899.
Thomas Burke, 1st eds. in fine condition: Twinkle Toes; Limehouse Nights; London Lamps; The London Spy; Whispering Windows; In China Town; Pavements and Passages; The Coloured Causeway.

Bridgman & Lyman, 108 Main St., Northampton, Mass.

Lounsbury, Standard of Pronunciation in English, 4 copies.

Brown Bk. Shop, 623 State St., Madison, Wis.

Hawthorne, J., Hawthorne and His Wife.
Lathrop, Along the Shore.
Johnson, Samuel, complete works.

W. R. Browne, 88 East Ave., Rochester, N. Y.

Barnum, P. T., Autobiography of, or other books by him. Give date of publication in quoting.

Burner's Bk. Shop, 628 Valley Rd., Upper Montclair, N. J.

Bradford's History of Plimouth Plantation.

Call Printing Co., B'way at 3rd, East St. Louis, Ill.

Hartman's Magic Black and White.
Hartman's Paracelsus.

Campion & Co., 126 S. 16th St., Philadelphia

Glorious Apollo, Barrington, 1st ed.
Percy's Reliques, old ed.
Art and Industries of Siam, Dr. Karl Döhning.
Pirates' Own Book.

Canadian Library Agency, 1147 Bay St., Toronto 5, Can.

Carman, Bliss, Friendship of Art.
Carman, Bliss, and others, Northland Lyrics.
Fraser, History of Ontario.
Howes, Postage Stamps of Canada.
The Tapling Collection of Stamps and Postal Stationery at the British Museum; descriptive guide, Index with portraits and illus. by F. J. Melville, London, 1905.

Hoyt Case, 21 E. 61st St., New York

Edna St. Vincent Millay's 1st eds.
Willa Cather's 1st eds.
Twain, 1601, limited ed.
Boyd, Drums, 1st ed. with dust-wrapper.

BOOKS WANTED—Continued

H. Case—Continued

Drinkwater, Abraham Lincoln, 1st, presentation.
Macdonald, Back of the North Wind, 1st ed.
Melville, Moby Dick, 1st ed.
Millay, Figs from Thistles, 1st, in wrappers.

Celebrated Authors Society, 723 7th Ave., New York
Laura Jean Libbey and Maurice LeBlanc Stories.

C. N. Caspar Co., 454 E. Water St., Milwaukee, Wis.

Goldmark, Gypsy Trail.
Any books on making Fly Fishes.

Geo. M. Chandler, 75 E. Van Buren St., Chicago
Conrad, Mirror of the Sea, 1st ed.
Finod, French Wit, Wisdom and Wickedness.
Goodspeed, Genealogy, Chicago, 1907, vol. 1.
Richter, Leonardo da Vinci, Great Artist ser.
Hornung, Raffles.

Chemical Catalog Co., 19 E. 24th St., New York
Second-hand copy, Wahl-Henius' Handbook for
Brewers.

A. H. Clark Co., 4027 Prospect Ave., Cleveland, O.
Dickerson, Amer. Colonial Govt.
Blair & Robertson, Philippine Islands, 55 vols.
Moore, N. C., Troops in Civil War, 4 vols.
Wilson, Ojibway Language, Toronto, 1874.
Venable, Tales of Ohio History.
Villers, Laughing Gas.
Vining, Inglorious Columbus.
Washington, Geo., Life by Hale.
Morga, Hist. of Philippine Islands, 2 vols.

**Cleveland Public Library, 325 Superior Ave., N.E.,
Cleveland, Ohio**

Rashdall, Universities of Europe in the Middle
Ages.
Conrad, J., Complete Works, 24 vols., Canterbury ed.
Verne, J., Complete Works, 15 vols.
World Book, ed. O'Shea & others, 10 vols.

Colonial Society, Box 343, Richmond, Va. [Cash]

Byrd, Col. Wm., Writings, all eds.
Hening's Statutes at Large, or odd vols.
Little, History of Richmond, Va., pamphlet.
Petronius, Satiricon, low priced Eng. ed.
Rabelais, low priced ed.
Richmond in Bygone Days.
Va. Convention items, Acts before 1820.

Columbia Univ. Library, New York

Carlyle, A., New Letters and Memorials of Jane
Welsh Carlyle.
Melvin, Socialism, the Sociological Idea.
Davidson, Education of the Greek People, Appleton.
Lewis, Educational Conquest of the East, Revell.

Columbia Univ. Press B'kstore, 2960 Broadway, N. Y.

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 Holland and Its People, Edmondo de Amicis, The Zuyder-Zee ed., limited to 600 copies, Putnam's Sons, 1885.
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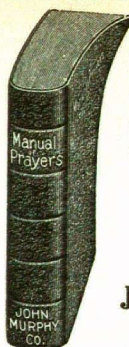
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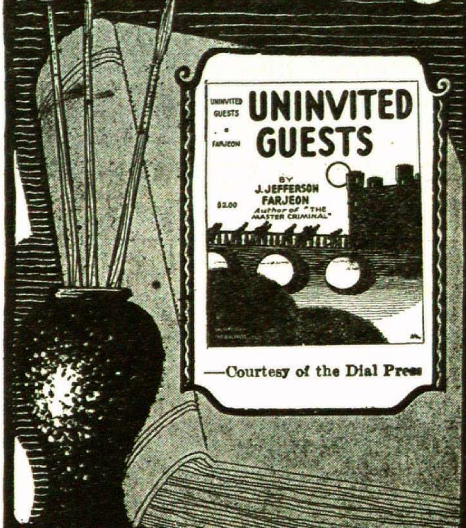
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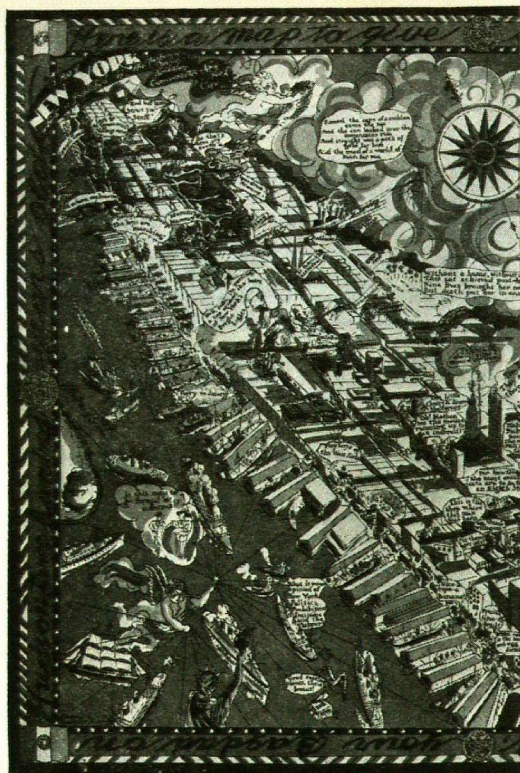
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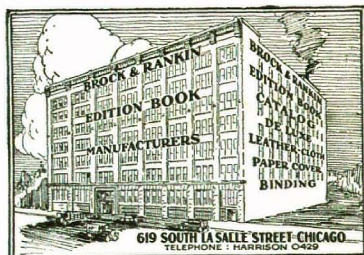
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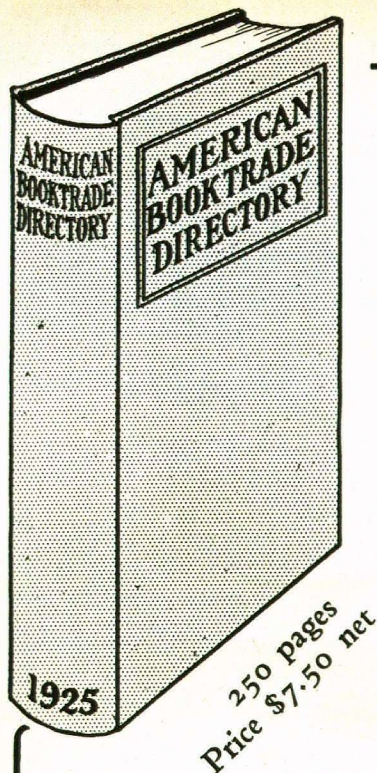
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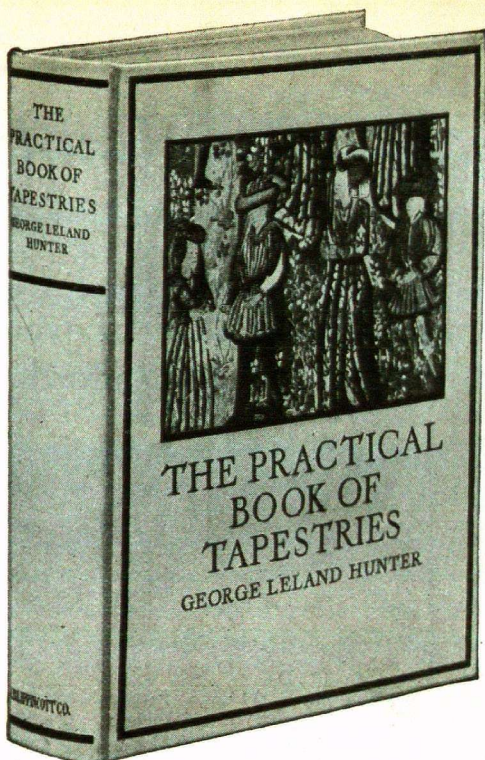
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